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FINAL REPORT
SEPTEMBER 2003

PREPARED FOR:

U.S. Army Corps of Engineers
New Orleans District
P.O. Box 60267
New Orleans, Louisiana 70160-0267

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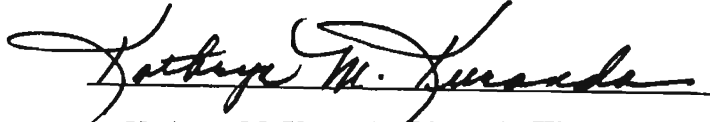
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**NATIONAL REGISTER ASSESSMENT OF THE
BROADMOOR NEIGHBORHOOD, NEW ORLEANS,
ORLEANS PARISH, LOUISIANA**

Final Report

A handwritten signature in black ink, reading "Kathryn M. Kuranda", written over a horizontal line.

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by

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September 2003

for

**U.S. Army Corps of Engineers
New Orleans District
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CHAPTER I

INTRODUCTION

The New Orleans District, U.S. Army Corps of Engineers and the Sewerage and Water Board of New Orleans recently undertook the construction of flood canals from Fontainebleau Drive to South Claiborne Avenue in the city of New Orleans. The work was focused beneath the neutral ground and the southbound traffic lanes. Each canal is 19 feet wide by 13 feet high. The structures are located parallel to an existing 20-by-12 foot canal. This project is part of the Southeast Louisiana Urban Flood Control Project (SELA); a cooperative effort among the Corps of Engineers and Orleans, Jefferson, and St. Tammany parishes to improve drainage and to provide flood control in the area.

The SELA project was authorized by Section 108 of Public Law 104-46 in 1996. This legislation was prompted by the May 1995 flood in the region, which resulted in seven deaths and inundated 40,000 dwellings. The SELA program is a jointly funded project through the Corps of Engineers (75%) and local sponsors (25%).

Project Planning Summary

The New Orleans District, U.S. Army Corps of Engineers (USACE) prepared the *Southeast Louisiana Project, Jefferson Parish, Technical Report* in April 1996 to identify components of the project for funding under the initial \$25 million Federal appropriation. The *Southeast Louisiana Project, Orleans Parish, Technical Report* subsequently was prepared by the USACE in May 1996 as a basis for Congressional funding for the remainder of the project.

The USACE undertook an Environmental Assessment in support of the technical reports to identify impacts related to the project and de-

termined that the proposed action would have no significant impact upon Lake Pontchartrain, wetlands, endangered species, cultural resources, or recreational resources. The area of consideration for cultural resources was limited to the existing right-of-way. No historic properties or impacts to historic properties were identified within this area of potential effect.

Correspondence dated May 22, 2001 from Ms. Gerri Hobdy, Assistant Secretary, State Historic Preservation Officer, State of Louisiana, Office of Cultural Development, Division of Historic Preservation to Mr. David Carney, Chief, Environmental Planning & Compliance Branch, U.S. Army Corps of Engineers, New Orleans District, advised the USACE that Ms. Donna Fricker, National Register Coordinator, recently had identified a potential National Register Historic District in the SELA project area. The potential historic district is located within Broadmoor and roughly is bounded by Amelia Earhart Boulevard, Louisiana Avenue, Claiborne Avenue, and Lowerline Street in New Orleans.

The recent identification of a potential historic property in, and in the vicinity of the current SELA project prompted the USACE to reopen consultation under Section 106 of the National Historic Preservation Act of 1966, as amended (NHPA). As directed under Section 800.13 - Post-Review Discoveries, the USACE has continued consultation with the Division of Historic Preservation. In addition, the USACE has undertaken a reconnaissance-level survey to define further the potential historic district for the purposes of Section 106 consultation and to develop mitigation for any adverse effects to previously unidentified historic properties.

Study Goals and Report Organization

R. Christopher Goodwin & Associates, Inc., was assigned to identify and to evaluate the built resources within the Broadmoor area through a reconnaissance-level architectural survey and the application of the National Register criteria for evaluation [36 CFR 60 (a-d)].

All work conducted during this study was performed in accordance with the Secretary of the Interior's *Standards and Guidelines for Archeology and Historic Preservation* and the guidance of the Louisiana State Historic Preservation Office. The credentials of all project per-

sonnel exceeded the professional qualifications established by the Secretary of the Interior in the fields of history and architectural history.

Chapter I contains a brief description of the project. The research design summarizing the methods used in the archival, architectural, and planning assessment is contained in Chapter II. Chapter III presents the results of the archival and architectural investigations. Appendix I contains a photographic compendium of the Broadmoor study area. Appendix II contains the resumes of project personnel.

RESEARCH DESIGN AND METHODOLOGY

Objectives
Three tasks were defined for the current study. These tasks were:

1. The identification of historic properties within the Broadmoor neighborhood of New Orleans for the purposes of Section 106 of the National Historic Preservation Act of 1966, as amended,
2. The development of a draft Memorandum of Agreement (MOA) to address potential impacts upon historic properties posed by the Southeast Louisiana Urban Flood Control Project (SELA), and
3. The development of recommendations for preservation planning in historic neighborhoods of New Orleans.

Architectural Reconnaissance Survey

An architectural investigation was completed of the Broadmoor neighborhood of New Orleans to identify and to characterize the potential historic district applying the National Register criteria for evaluation (36 CFR 60.4 [a-d]) and guidance developed by the National Register Program. These objectives were accomplished through an integrated program of archival research, field investigation, and data analysis. Archival research was conducted to develop the appropriate historic contexts for evaluating the architectural resources. Archival research

was conducted to obtain data on the historic development of the Broadmoor neighborhood for the area defined by Amelia Earhart Boulevard, Louisiana Avenue, Claiborne Avenue, and Lowerline Street. Archival research focused on historical patterns in architecture, community planning, and settlement in the area.

An architectural reconnaissance survey was then undertaken to compile data on the overall character of the area's architectural environment, including buildings, streetscapes, and landscapes. Preliminary boundaries for potential historic properties were identified based on the presence or absence of historic buildings, changes in building type, architectural style, period of construction, and historic association.

Archival research and field data were analyzed to evaluate the cultural resources within the survey area. The National Register criteria for evaluation (36 CFR 60.4[a-d]) and technical bulletins, developed by the National Register Program, served as the primary guidance in this analysis.

Criteria for Evaluation

Built resources in the survey area were assessed collectively within the appropriate historic, chronological, and thematic contexts to determine if they possessed significance. For a cultural resource to qualify for listing in the National Register of Historic Places, it must possess significance based on historic association (Criteria A and B), architectural and engineering values (Criterion C), or information potential (Criterion D). Resources that have achieved significance within the past fifty years are eligible for National Register consideration if they are

determined to possess exceptional significance, or if they are an integral part of an historic district.

The following method was used to determine whether a property possessed significance as part of the recognizable entity that would collectively define an historic district: (1) identification of theme(s), geographic limits, and chronological periods; (2) determination of the level of importance of the area (local, state, national); (3) classification of the property types present to determine its importance in illustrating the historic context; (4) determination of how the area illustrates that history; and (5) assessment of whether the area possessed the physical features necessary to convey its historical significance (National Park Service 1991:7-8).

In addition to significance, historic properties must possess sufficient integrity to be eligible for National Register consideration. Determinations of integrity are based on the retention of character-defining features (i.e., overall design and historic setting) from the period of significance. The National Register defines seven qualities of integrity: location, design, setting, materials, workmanship, feeling, and association. A property eligible for the National Register must possess several, and usually most, of these aspects of integrity. The retention of specific aspects of integrity is critical for a property to convey its significance.

Draft Memorandum of Agreement

A Draft Memorandum of Agreement was developed through the analysis of work undertaken under the Southeast Louisiana Urban Flood Control Project (SELA) to identify the range of possible impacts upon contributing elements within the potential Broadmoor Historic District and to develop mitigation strategies

appropriate for inclusion in an agreement among the USACE, the Sewerage and Water Board of New Orleans, and the Louisiana State Historic Preservation Officer. It is anticipated that that the coalition of neighborhoods and associations within the Broadmoor area also may be considered as consulting parties to such an agreement.

A literature search was completed of major technical reports and documents developed by the USACE related to the project. In addition, newspaper articles related to the project that appeared in *The Times-Picayune* during the months of May and June also were reviewed.

Technical reports and documents related to the mitigation of project impacts by selected Federal agencies then were reviewed to identify successful approaches to similar projects. These agencies included the Department of Transportation, the Federal Emergency Management Agency, and the Department of Housing and Community Development. Guidance also was sought through consultation with the Louisiana Division of Historic Preservation. Previously negotiated agreements among Federal agencies, SHPOs, and the Advisory Council on Historic Preservation then were reviewed for successful approaches to project mitigation.

Preservation Planning Recommendations

Data gathered during the literature search completed for the development of the draft Memorandum of Agreement was reviewed along with technical guidance developed by the National Park Service on Preservation Planning to identify strategies applicable to the preservation issues anticipated for urban flood control projects in historic neighborhoods. This data then was refined to develop recommendations appropriate to the stock of historic properties generally found in the SELA project areas.

CHAPTER III

RESULTS OF ARCHITECTURAL RECONNAISSANCE SURVEY

This chapter presents the results of the archival research, field investigations, and data analysis of the portion of the Broadmoor neighborhood of New Orleans that is roughly bounded by Amelia Earhart Boulevard, Louisiana Avenue, Claiborne Avenue, and Lowerline Street.

Archival Results

While the Broadmoor area itself was included within the boundaries of the City of New Orleans by 1870, its swamp-ridden geology prevented settlement until after the turn of the twentieth century. When the city brought effective drainage systems to what is geographically the lowest point of New Orleans (Figure 1), development began. The Broadmoor area grew steadily from 1918 through the late 1940s, when land became scarce. This chapter presents the historical highlights of the Broadmoor neighborhood.

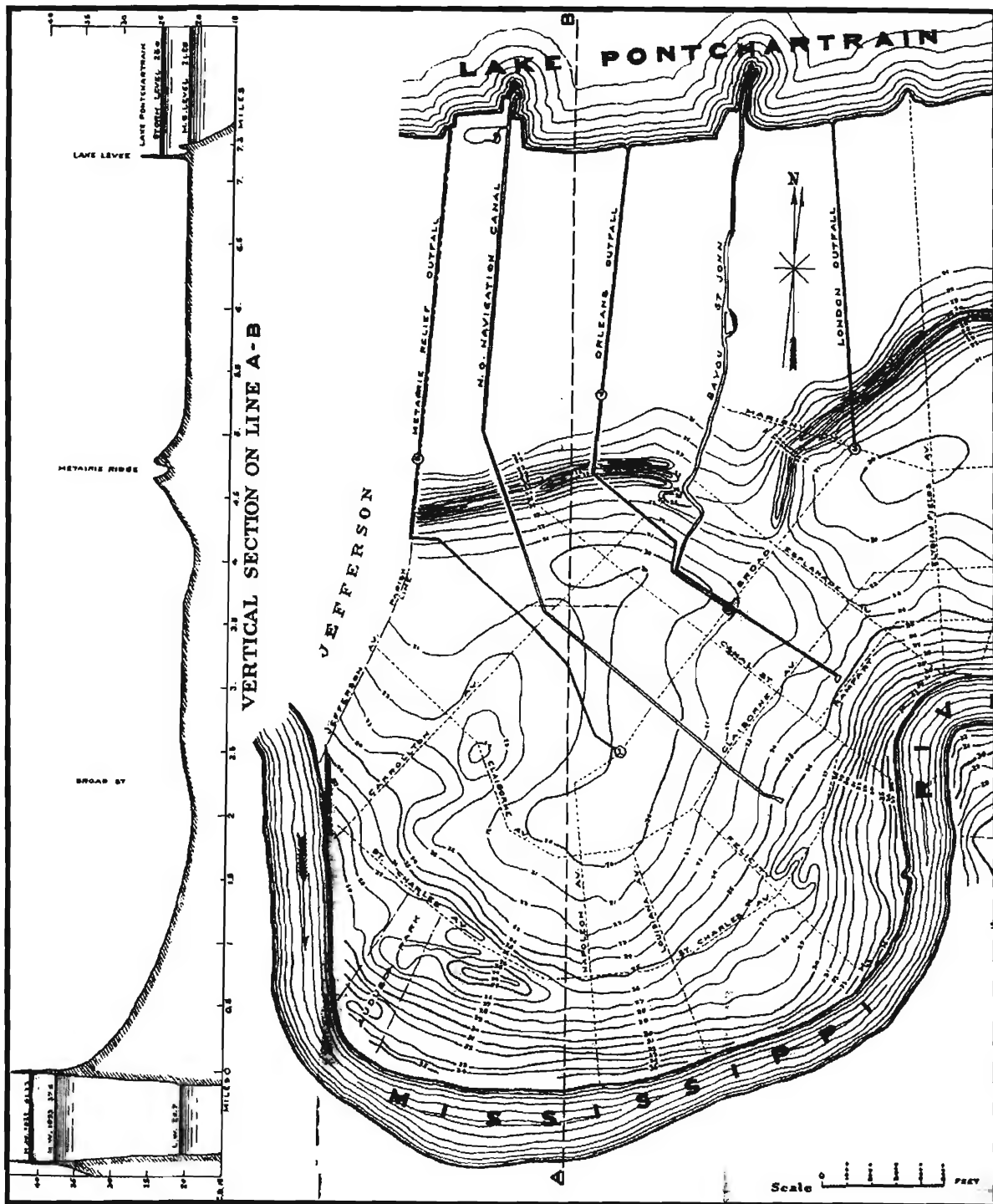
Soon after he founded the city of New Orleans, Jean Baptiste le Moyne, the Sieur de Bienville, obtained for himself on March 27, 1719 a grant to an immense tract of land that included the present location of Carrollton and all of the Broadmoor project area (Mahé 1976:11). Bienville's grant extended for eight miles upriver from today's Bienville Street in the Vieux Carré to about Monticello Avenue, the boundary between Orleans and Jefferson Parishes, from the Mississippi River to Lake Pontchartrain.

During this initial settlement period, Bienville surveyed the entire surrounding area, from Lake Pontchartrain down Bayou St. John to the river. Early colonists transporting goods from

the Mississippi to Lake Pontchartrain had a short portage from the river to Bayou St. John, which in turn connected to the lake. At this time, Bayou St. John divided (in the current area of Canal Street and Jefferson Davis Parkway) into four tributaries. One of these tributaries extended from the bayou to the current area of Broadway and St. Charles Avenue. This stream swelled into a lake during heavy rains, covering a 12-block area in the Broadmoor district (Figure 2) (Dabney 1935:8).

The nascent French colony grew primarily along the river front. Although the city was laid out originally as a 6 by 11 block area (the Vieux Carré), that small area accounted for just a fraction of the settled land in New France. The crown granted French concessions in fan-shaped pieces, generally with 7-arports river frontage (409.6 meters [1344 feet]), by 40 arpents of depth (2340 meters [7680 feet]). This extraordinary depth and distinctive design shaped the Broadmoor region. The back acreage of several fan-shaped plantations converged in the area, resulting in irregular boundaries. As the colony evolved, these concession lines became streets in the project area (Figure 3).

Several notable plantations once converged in Broadmoor: Avart, Foucher, Livaudais, Marigny, Burthe, the Widow Ducros, Hurst, and Etienne de Boré, the first planter to process successfully sugar cane in the Americas. However, throughout the eighteenth, and most of the nineteenth century, the majority of land included in the present study was vacant, overgrown swamp. Some of that land was owned (mostly as uncultivated



New Orleans topographic map from the Sewerage and Water Board Semi-Annual Report, 1915, shows the Broadmoor area to be the lowest point in New Orleans.

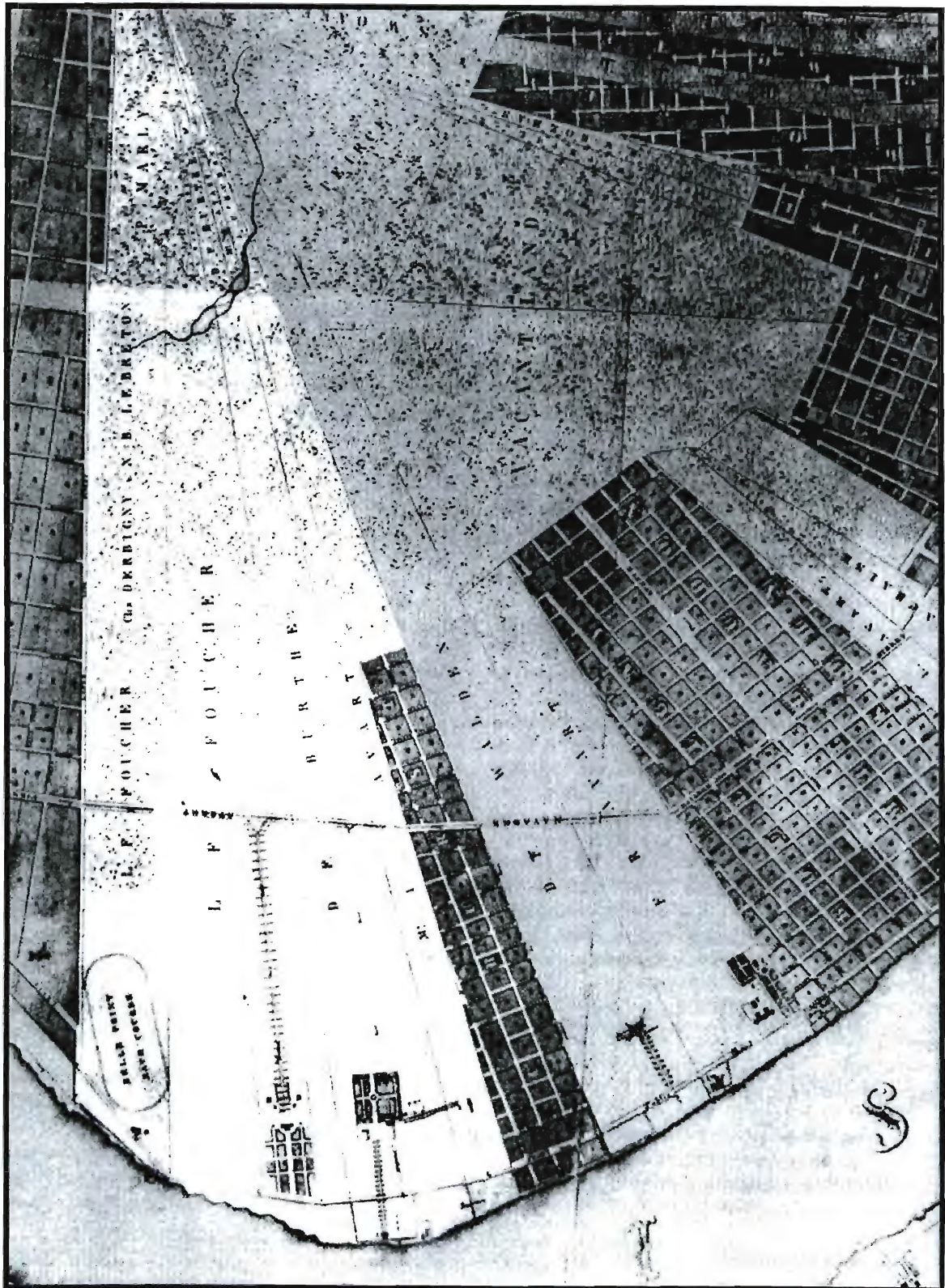


Figure 2. Charles Zimpel surveyed Jefferson City in 1834, noting section lines for early antebellum plantations. Note the lake in the Broadmoor area (courtesy of the Southeastern Architecture Archives, Tulane University).

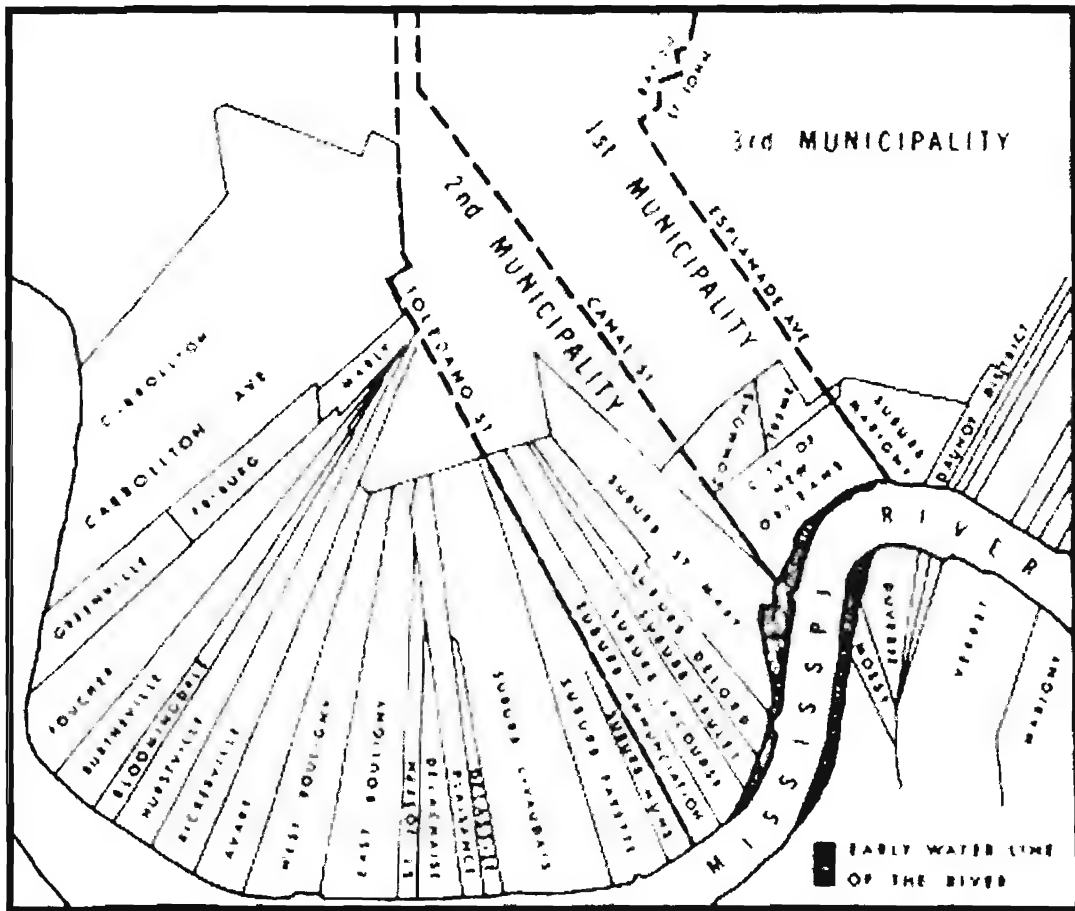


Figure 3. Eleven fan-shaped plantations converge with vacant land in the project area (excerpted from Regional Planning Commission 1969:18).

tivated rear acreage of the above plantations), but none of it was even cleared, much less developed, until well after the Civil War (Figure 4) (Cangelosi et al. 1997:xiv).

The present area of New Orleans in the Civil War era was split into several distinct regions: French Sector, including the Vieux Carré and the Marigny; the American Sector, generally below St. Charles to Louisiana Avenue; Jefferson City, between Louisiana Avenue and Carrollton Avenue; and Carrollton, between that street and the current Orleans/Jefferson Parish line. The project area remained undeveloped and vacant, although expansion crept toward the region along large streets, such as Napoleon, and in the growing town of Carrollton, just upriver from Broadmoor. The construction of the Orleans and Carrollton Rail Road, along the present site of St. Charles Avenue, contributed to this urban escalation (Cangelosi et al. 1997:xiii; Regional Planning Commission 1969:92).

Throughout the late antebellum and early postbellum period, the city expanded around Broadmoor. Drainage and sewerage became major issues, and several studies were commissioned to facilitate reclamation of large, unusable tracts of swamp. The President of the Bureau of Public Works hired George T. Dunbar, State Engineer, to undertake the first such study in 1840. Dunbar recommended that a large canal be dug along the current path of Claiborne Avenue, into which several subsidiary canals would drain. Taking into account the topography of the city, he also advocated the use of steam-powered pumps to lift the water out of the lowest canals and into the lake. The city rejected his suggestions, reluctant to commit so much funding to public utilities in the wake of the Panic of 1837 (Maygarten et al. 1999:11). For the next sixty years, the city continued to wallow in both the seasonal floods and the effluvium of waste generated by the growing population.

Seventeen years after Dunbar's drainage proposal, City Surveyor Louis H. Pilié submitted a new plan that centered around draining the vast expanse of vacant lands in the Broadmoor area. His plan involved the construction of more canals, all leading to Lake Pontchartrain. Large wooden paddle wheels were to aid in the drainage along canals, providing minimal lift from the low-water points of the city. Between 1858 and the Civil

War, four large wooden paddle wheels were installed along existing drainage canals. One large wheel was installed at the current site of Melpomene Street and Claiborne Avenue (downriver of the currently proposed project area), effectively constituting the first pumping station in the city. The Civil War stalled any further institution of Pilié's plan (Maygarten et al. 1999:11-13).

Unfortunately for the city, the paddle wheels were inadequate for the large amounts of tropical rainfall in a bowl-shaped city. This flaw was compounded by the fact that every canal in the city was used both for drainage and for sewage. In 1871, G. W. R. Bayley of the State Board of Health summed up the serious problem with these dual-use canals:

It is well known that the canals which drain the thickly settled portions of our City rapidly become obstructed and partially filled with the heavier and most offensive feculant [sic] and fecal portions of the city sewage, together with the garbage and dead animals thrown into them, and that during dry weather when there is not sufficient water passing through the canals to sweep away the accumulation, our canals or sewers are in their worst state. Heretofore, when the canals become thus too much obstructed to serve the purposes of drainage, the custom has been to excavate and cast out upon the margins of the canals to putrefy or dry up in the hot sun, the deposits from sewage in them (Bayley, excerpted from Maygarten et al. 1999:13).

In addition to these fetid obstructions, during the summer months canals clogged with a proliferation of lilies and hyacinth, further hampering drainage flow.

In 1870, the city incorporated Jefferson City (between Carrollton and Napoleon, formerly in Jefferson Parish) into New Orleans. Within the project area, the triangular area between Napoleon, Toledano and the river became the 12th Ward, Napoleon, Jefferson and the river formed the 13th Ward, and Jefferson, Lowerline and the river bounded the 14th Ward (<http://nutrias.org/facts/wards.htm>). During this period, city blocks and streets were laid out, named and numbered, although some areas were not even fully cleared of timber. As one historian of Jefferson Parish points out, "subdivision did not always induce the immediate purchase of and construction on a great number of lots and the area

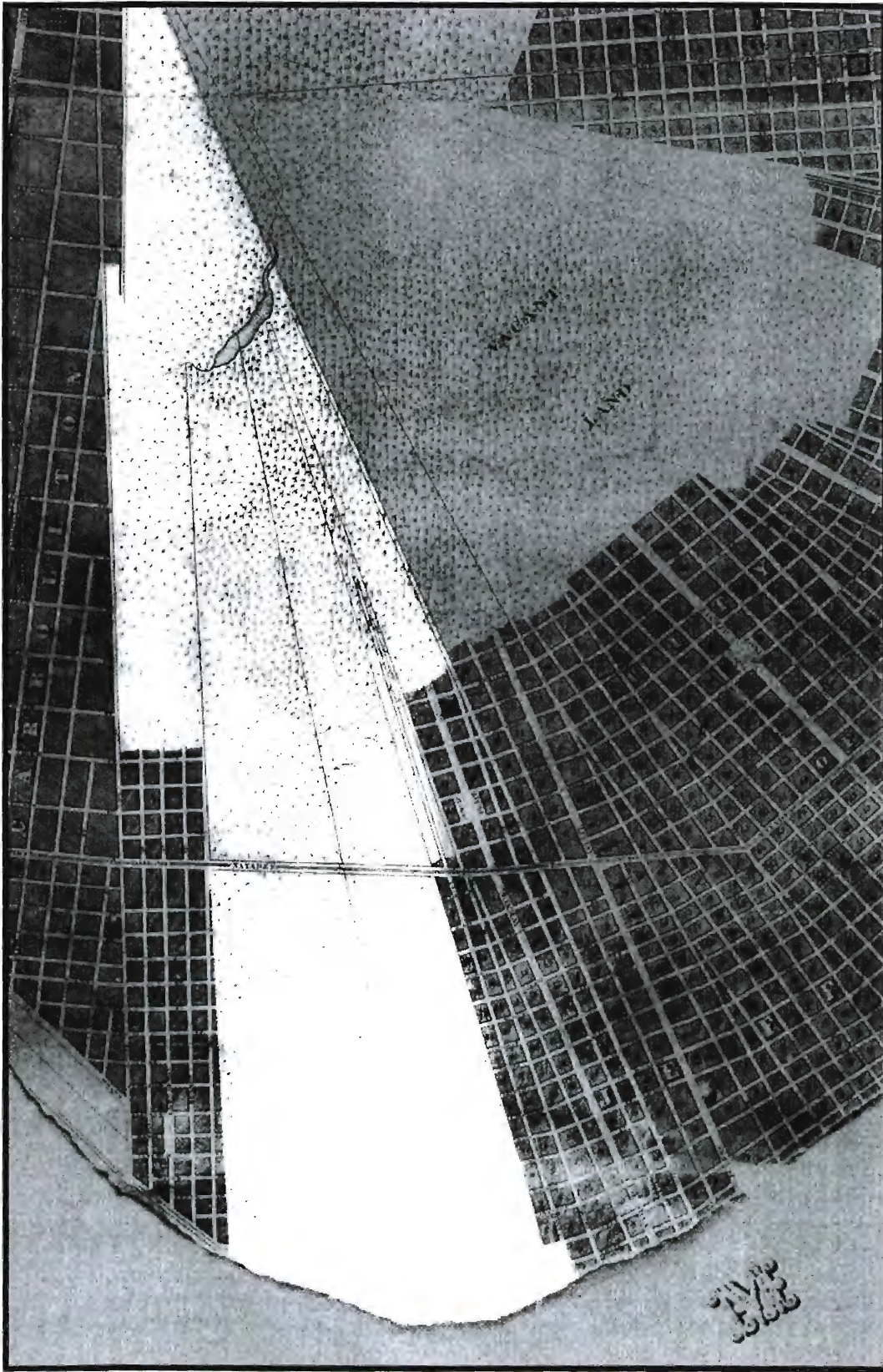


Figure 4. Pessou and Simon's 1855 survey shows the majority of the project area was considered vacant land.

that is now uptown New Orleans retained a semirural character until the late nineteenth century" (Swanson 1975:104).

The next year, the state contracted with the private Mississippi and Mexican Gulf Ship Canal Company for a new citywide drainage system. The design, which was predicated on an extensive plan of canals that cut through the city, enjoyed moderate success. The company dug 36 miles of canals, which almost certainly included a large canal where Claiborne Avenue is now, from the Melpomene paddle station to the Carrollton city limits (Figure 5). Shortly thereafter, the company entered receivership, and drainage plans languished once again (Maygarten et al. 1999:14).

Finally, in 1895, after more than 150 years of fitful attempts at effective drainage, the city implemented a comprehensive plan to protect citizens against floods, to attempt to effect sanitary sewerage, and to reclaim large sections of the city for development. The plan combined a 95 mile network of both lined and unlined canals. This underground structure was to be coupled with a unified pumping system that employed eight pumping stations. Its initial capacity was estimated to be 8,327,000 gallons of water per minute. Moreover, it consisted of separate systems for drainage, sewerage and clean water distribution (Maygarten et al. 1999:20).

The New Orleans Drainage Plan of 1895 literally created Broadmoor out of the swamp. This system called for a primary pump station at the corner of S. Broad and Melpomene, an enlarged, covered canal along Claiborne, and new canals along Napoleon, Dublin, Elk, Forshey, Apricot, Toledano, Palmetto and Washington. Significant changes were implemented during the several phases of initial construction, which lasted from 1897-1915 (although improvements and alterations have been almost continuous since that period) (Maygarten et al. 1999:20-24; Sewerage and Water Board 1915).

Construction began on Pumping Station Number 1, at Broad and Melpomene, in 1899, and was completed in 1902. Each of the four original pumps could handle 7.08 cubic meters of water per second (cms) (250 cubic feet per second, or cfs). However, it quickly became obvious that even this dramatic improvement could not keep up with the flooding problems in New Orleans. In 1905, after almost half of the 1895 plan had been

implemented, the drainage capacity had risen citywide from 34 to 141.6 cms (1,200 to 5,000 cfs). Still, by 1910, even the original members of the New Orleans Drainage Advisory Board, who had voted to approve the 1895 plan, believed that additional expansion was necessary to prevent yearly spring floods.

To that end, Albert Baldwin Wood, a mechanical engineer who graduated from Assistant Manager of Drainage to Mechanical Engineer for the Sewerage and Water Board in just a few years, designed a new, large capacity screw pump. At the time the 12' pump was built in 1914-1915, it was "the largest and most powerful pump yet developed" (Maygarten et al. 1999:26). Two pumps were arranged in each of the eight pumping stations along the main canal, which ran the length of Broad Street, and were designed to lift water from the low-water area of Broadmoor, along Broad Street, to its eventual discharge point in Lake Borgne. The one-day capacity of the new system exceeded the entire capacity of the 1914 New Orleans water works (Figure 6).

The effects of the new drainage system were dramatic and immediate. The area between Carrollton, Louisiana, Claiborne and the New Orleans Navigational Canal (in the general area of the Earhart Expressway today) was suddenly opened to settlement. That area, which had not been cleared of timber until the 1880s, had been used very sparsely for a few dairy farms before the turn of the century (Figure 7). A few brave home builders began to settle along the major thoroughfares, such as Napoleon and Claiborne in the early twentieth century. However, the ability to drain the moor around Broad Street, and to keep it relatively dry throughout the year, meant a whole new real estate market for the center of the city.

Developers did not waste much time. Beginning as early as 1903, after the initial improvements to the drainage system were in place, local land speculators began to purchase the public lands in Broadmoor. Many of these speculators formed "homestead associations," which were essentially private corporations that purchased large blocks of land, which they divided into residential tracts and offered for individual sale. Between 1903-1930, virtually the entire 250-block neighborhood had been entirely developed for residential settlement, and only a few blocks' of open land remained.

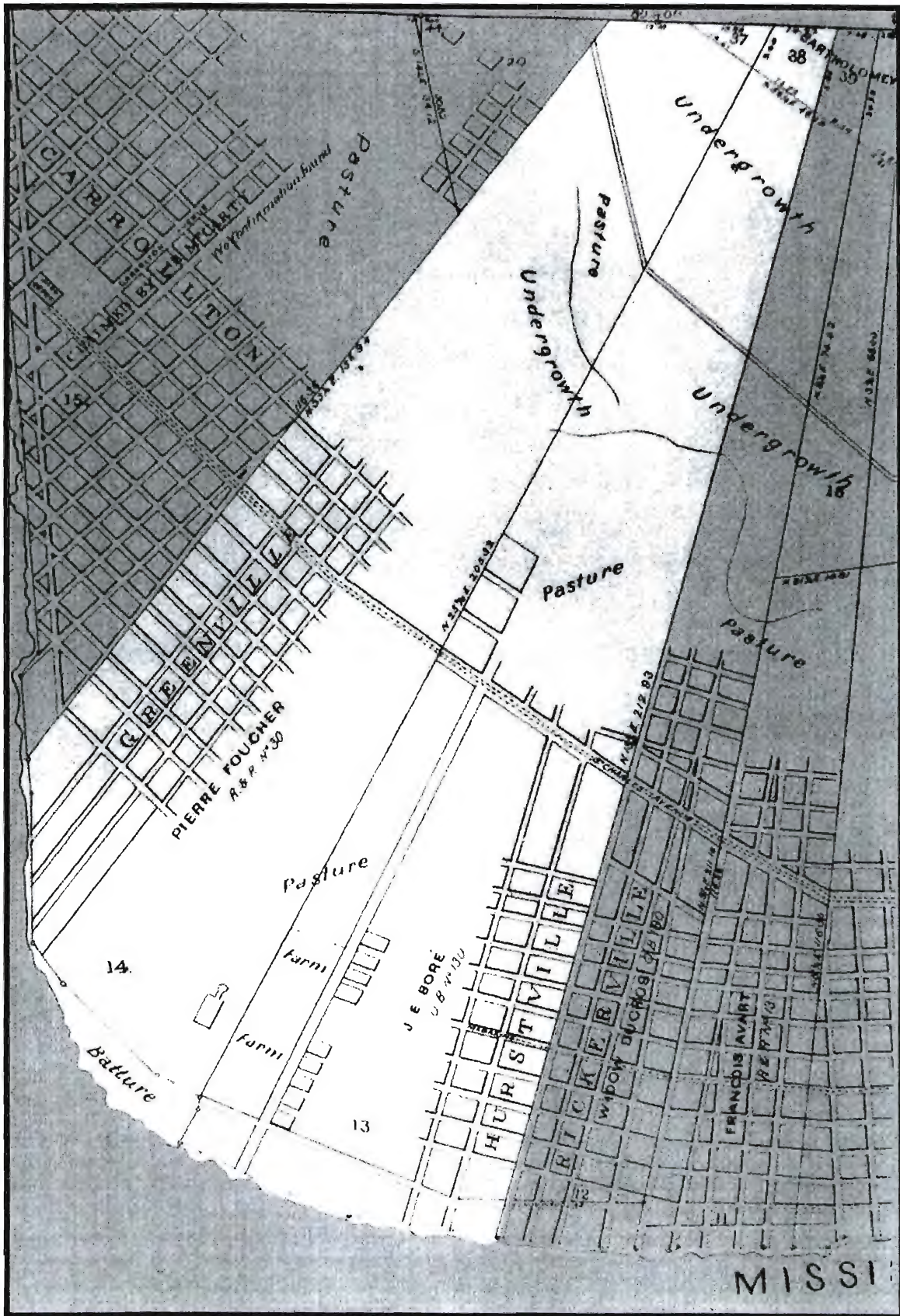


Figure 5. This 1872 Township Survey shows a canal where Claiborne Avenue is today, running through the midst of "undergrowth" (Cangelosi, et. al. 1997:xvi).

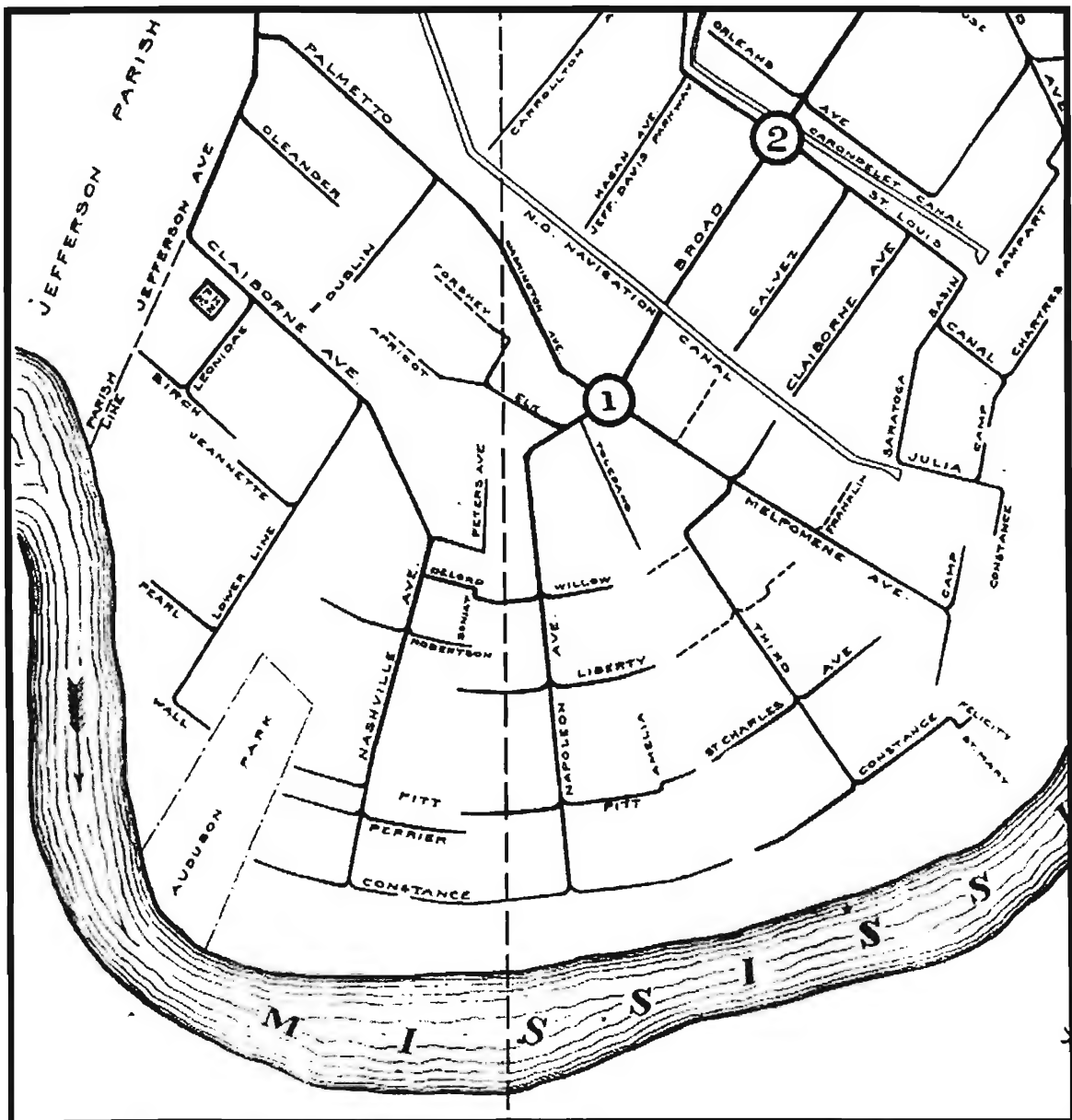


Figure 6. The drainage system as of 1925. All that remained to be built were two small canals along Apricot and Forshey Streets (from Sewerage and Water Board, Semi-Annual Report, 1925).

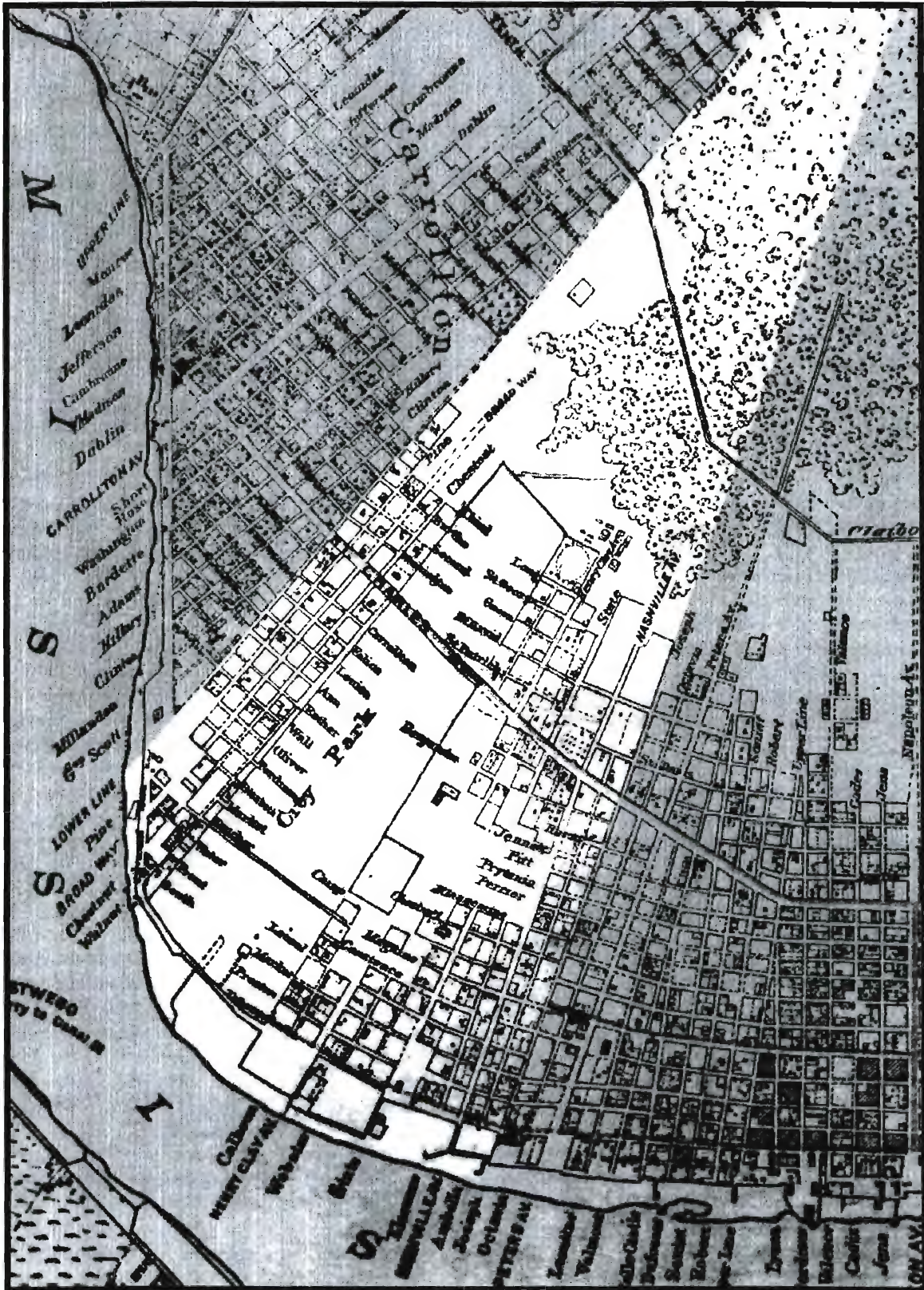


Figure 7. By 1880, Broadmoor was still mired in timber, although a small area just by Claiborne and Napoleon was probably the Hottinger's dairy (excerpted from Cangelosi, et al. 1997:2).

The first section of Broadmoor to be developed was between Napoleon and Toledano, Broad and Claiborne. These dwellings appear to have been primarily individual construction efforts rather than planned developments. No documentation of concentrated real estate speculation for this area is extant. Sanborn Fire Insurance maps from 1909 and 1924 show single and double houses in this area, and the 1920 Federal Census indicates some of these houses were used as rental properties, rather than owner-occupied dwellings (Figures 8 and 9) (XIII Federal Census 1920).

Along Napoleon Avenue, one 1915 advertisement bragged "a Million and a half dollars have been spent installing gas, light, water, sewerage, drainage, paved streets, concrete curb and gutter, [and] schillinger sidewalks" in the Napoleon-Claiborne area. St. Matthias Church, an important community anchor in Broadmoor, opened its doors in the late 1910s at 4600 South Johnson Street. Within a few years, it had moved to Broad and General Pershing and had opened a school at 3905 General Taylor. By 1920, approximately 1300 residents lived in this section of Broadmoor (Walk et al. 1980:3.03). Rapid growth in that area necessitated the construction of a neighborhood public school. The Andrew H. Wilson School, located between General Pershing, South Tonti, Milan and South Miro was built in 1922 (Walk et al. 1980:3.04).

The largest period of growth, however, occurred between 1920-1930. Prior to the 1929 citywide zoning plan, no comprehensive regulations restricted commercial development in these rapidly expanding residential neighborhoods. New Orleans, like the rest of the country, established "residential parks" as one means of controlling the look and demographic complexion of these new residential areas. This form of development, pioneered in St. Louis's posh Portland Place in 1888, became popular nationwide. Most of these districts mandated a minimum house price, a minimum setback from the street or sidewalk, the precise placement of a house within a lot, and prohibited commercial enterprises. Most notably, they all excluded non-white residents. In New Orleans, Rosa Park (below the project area, just off St. Charles Avenue, between Nashville and State Street) opened for development in 1891. Within the next 3 ½ decades, developers designed eleven more such neighborhoods, five within the Broad-

moor neighborhood (Cangelosi, et al. 1997:65-66).

Audubon Boulevard was the first residential park built in the Broadmoor district. The Audubon Place Land Company, a St. Louis firm, purchased the lake-end of the Foucher tract in 1905. However, with the drainage problem still unsolved, the APLC failed to develop it. By 1908, noted New Orleans real estate speculator and philanthropist Elias Paillet purchased the property. Paillet, a Russian immigrant and one of the founders of the Beth Israel Synagogue, resold the property one month later, for a tidy profit. The Southern Land Company, an Atlanta corporation, commissioned the first area survey, dividing the large tract into eight city squares, and over 300 individual lots. However, that plan proved faulty, and a new survey was ordered, this time conducted by noted New Orleans engineer, Frank H. Waddill in 1915.

The park stretched over a mile, from Willow Street, across Claiborne and Fontainebleau to Walmsley. In 1915, Claiborne was an open canal with no significant paving. The Southern Land Company noted that the neutral ground, which was the unifying force in the extended street, was to be planted with grass and tropical plants, even on the concrete bridge that crossed the Claiborne Canal (Figure 10). In fact, Audubon Boulevard was designed as an extension of the earlier, exclusive Audubon Place, built between St. Charles and Willow Streets from 1895-1910. Like its predecessor, the Southern Land Company required that houses built on Audubon Boulevard possess a minimum frontage of 60 feet (a stipulation that required a minimum purchase of two lots), cost between \$2,000-\$5,000 to build, could only be used as private residences, and could not "ever be sold or leased to anyone of African descent" (Cangelosi, et al. 1997:84).

The portion of Audubon Boulevard within the current proposed project area is noticeably narrower than the section towards the river, a remnant of the converging section lines of the earlier plantation boundaries. The parcels, therefore, are somewhat smaller and less grandiose than those between Willow and Claiborne. Similarly, the houses are less elaborate, although they were built during the same period as their more pretentious neighbors. They reflect the eclecticism of the early period of Broadmoor development, mani-



Figure 8. This excerpt from the Sanborn Fire Insurance Map of New Orleans (1924) shows the area bounded by Upperline, Claiborne, S. Johnson and Napoleon. Note the large number of doubles.

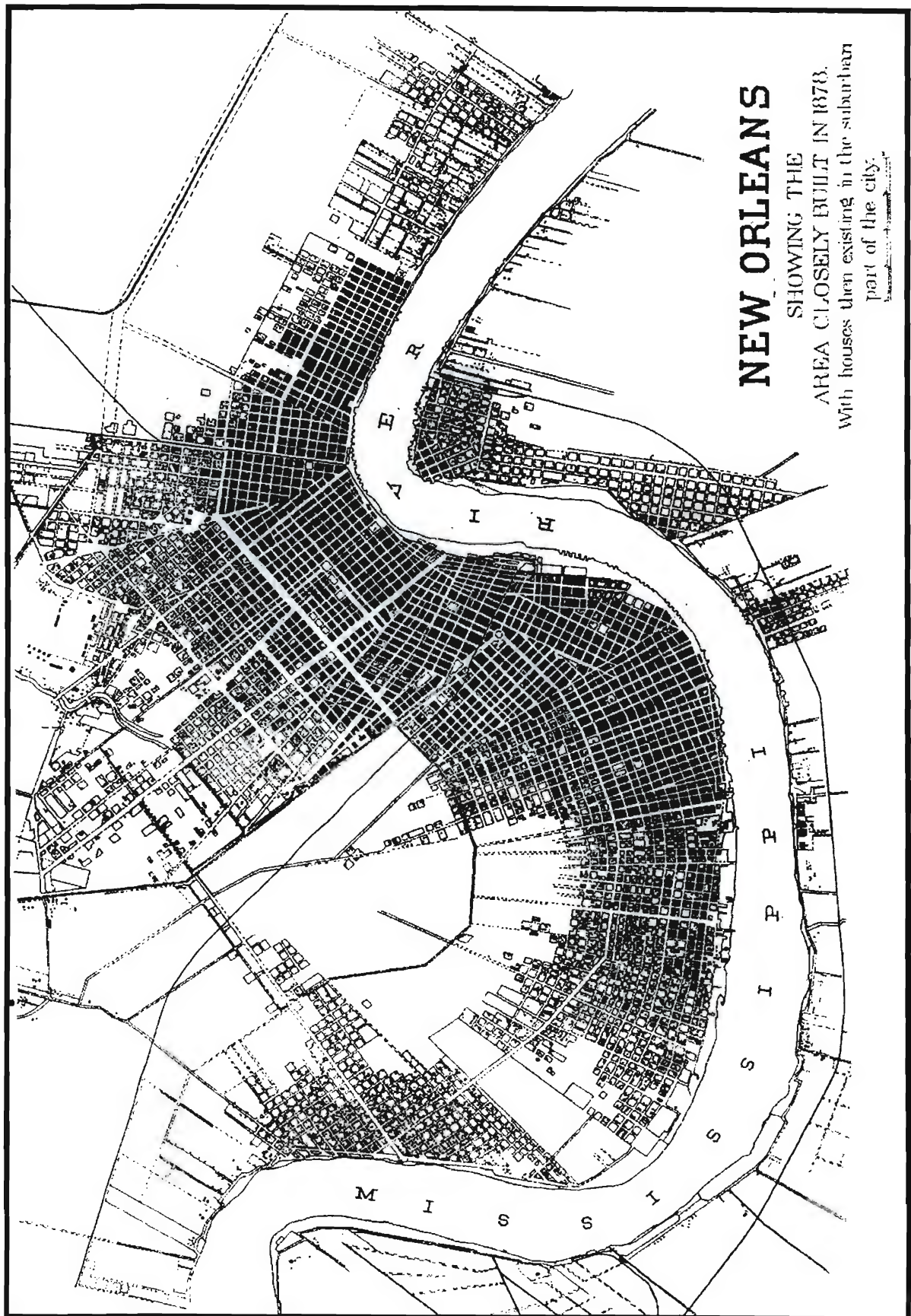


Figure 9. This unsigned Library of Congress map, dated 1878, shows early development along Washington Avenue and Toledano, just outside the project area.



THIS IS AUDUBON BOULEVARD
 As It Will Appear When the Homes Which Are Now Under Construction and Those Contracted for Are Completed.

WOULD YOU BUY A LOT?

IF!

You were absolutely certain that your investment was safe, sound and conservative?

You were also certain that the element of chance was completely eliminated?

You knew that within the course of a few years you might realize 100% to 200% on your money?

You were open to conviction and we proved all this to your entire satisfaction and beyond all question of a doubt?

IF!

The purchase of a couple of these lots was within your means and proved an excellent saving?

We made the terms to suit you and gave you six or seven years in which to pay for it?

Among the purchasers of these lots were some of New Orleans' leading business men, well-known as shrewd real estate investors?

You knew that the most select element of this city's populace were building or were soon going to build their homes in this ideal and exclusive parkway?

**OPPORTUNITY KNOCKS ONCE AT EVERY MAN'S DOOR!
 DON'T MISS THIS ONE!**

BECAUSE

Every day in the week we hear people speak of what they could have purchased a few years back for possibly a quarter or even a tenth as much as it is worth to-day.

History repeats itself and, a few years hence, the prices we are asking for lots on the Boulevard will be spoken of in the same manner.

It is located in the heart of the Garden Section of New Orleans, and in a direct continuation of Audubon Place, which is the most beautiful and exclusive residential street in New Orleans.

The last lot sold on Audubon Place brought \$50,000.00 which establishes the value of property on this street, and shows the margin for profit.

The growth of a few years will make a lot on the Boulevard worth just as much as one on Audubon Place.

**IT WILL PAY YOU TO
 REMEMBER WHAT WE TELL YOU
 OR YOU WILL REGRET IT.**

MINOR-LEIGHTON REALTY COMPANY,
 MAIN 1447. 426 AUDUBON BUILDING.

*Minor-Leighton Realty Co.,
 426 Audubon Building,
 New Orleans.*

Gentlemen:
 Kindly send me full page particulars regarding few remaining lots on Audubon Boulevard

Figure 10. Audubon Boulevard, an extension of Audubon Place, began development in 1915, making it the first "residential park" in Broadmoor. This exaggerated depiction of how Audubon Boulevard "will appear" was not even close to accurate; however, note the Mission and California style bungalows popular in the era (Cangelosi et al. 1997:85).

festing a mixture of architectural styles—California bungalow, Craftsman, Mediterranean Villa, Spanish and Colonial Revival (Cangelosi et al. 1997:84).

The Interstate Land Company designed two residential parks in the Broadmoor district, State Street Drive and Vincennes Place. Both were subdivided in 1915, according to plans of Frank H. Waddill and S. A. Calongne's Sons. State Street Drive was half the width of the original State Street, on the opposite side of Claiborne Avenue from Broadmoor. The original plan contained 154 lots, running from Claiborne all the way to the old L & N Railroad tracks (now Earhart Boulevard). The lots were much more reasonable than those on Audubon Boulevard, one costing \$1,125 in 1917. The restrictions were less demanding, as well, and houses were to cost \$2,500 for a single and \$3,000 for a double, but required only 45 feet of frontage, or 1 ½ lots each. As a result, the lots are smaller and closer to their neighbors. Like Audubon Boulevard, State Street Drive was to be restricted to white residents only. In 1923, the Southern Development Company acquired an additional 106 lots between Fontainebleau and Breedlove Street (Cangelosi et al. 1997:86-87).

Vincennes Place, laid out in 1915 and built from 1915-1927, extends from South Miro to Dart Street (originally D'Artaguet). The first section, from Miro to Tonti, was developed earliest, in 1915. The square block fronting Fontainebleau contained just three eighty-foot lots that were subdivided by the Southern Development Company in 1923. The main development of Vincennes, however, was from private owners Frederick Wolfe, Henry Uthoff and Horace and Anthony Montegut. This conglomerate owned the six city squares from Fontainebleau to Dart Street, which they dedicated in 1926. Houses along this stretch of Vincennes had to cost no less than \$8,500, could only be used for residential purposes and, like their growing group of neighbors, could only be purchased or leased by Caucasians (Cangelosi et al. 1997:87-88).

Around the same time, the Trianon Development Corporation purchased a small, one-block tract between Walmsley and Broadway from the estate of Jere Lyons (Figure 11). Lyons had leased the land from at least 1904-14 to a "Milkman for the purpose of using it as a pasture for his cattle"

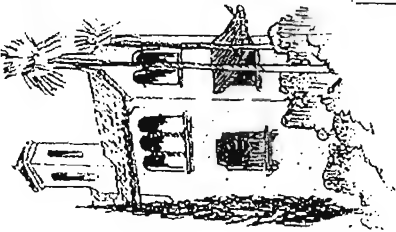
(Cangelosi et al. 1997:91). Trianon divided the square into twelve lots, advertising:

[A]sphalt paved streets, best possible sidewalks and curbing, curved roadway, underground wiring, ornamental light standards—Spanish-Moorish design, automobile circular turn in roadway, the beauty and privacy of a "court street," and all conveniences nearby (Cangelosi et al. 1997:91).

Restrictions on Trianon Plaza included single-residence houses only, a minimum \$10,000 building cost, no driveways, and "white people only" (Cangelosi et al. 1997:91). Twelve houses were built between 1925 and 1928, eleven in the Spanish style mentioned in promotional material, and one in a Colonial Revival motif.

Versailles Boulevard was the last residential park built in the city, between 1925-1938. Patterned on the Audubon parks, the development consisted of two distinct sections, from Claiborne to Fontainebleau, and from Fontainebleau to Prichard Street. The area closest to Claiborne features a wide, three-island neutral ground (Figure 12), flanked by single-family homes on large lots. These homes were to cost no less than \$10,000 at the time of construction, and required a 60-foot frontage. The area between Fontainebleau and Prichard was less extravagant, ranging in cost from \$5,000-\$8,500, with smaller lots and closer setbacks. The developers, the Greater New Orleans Development Corporation, included Harry Latter and J. L. Rhodes, both of whom went on to become successful real estate moguls in the city. Latter & Blum Real Estate evolved out of this development corporation, and today is the largest real estate company in the Gulf South. Although the advertisements for Versailles Boulevard do not specify "whites only," segregation is certainly implied in the suggestion that the area is "Choice—Exclusive—Restricted."

As the 1920s wore on, municipal control of zoning solidified. Residential parks designed to keep commercial enterprises out and white, middle-class families in evolved into comprehensive ordinances controlling districts by house size, type, setback and number of families. Curiously, unlike most large Southern cities, New Orleans never successfully passed residential segregation laws. The city passed several ordinances between 1917-1940 designed to restrict neighborhoods by



TRIANON PLAZA

AGENTS
LATTER & BLUM

A NEW AND
BEAUTIFUL STREET
FACING FONTAINEBLEAU DRIVE
BETWEEN BROADWAY AND AUDUBON STS.

It is true that TRIANON PLAZA will be the FINEST architectural feature of this beautiful section, already distinguished. Fontainebleau values will be MORE than transferred into TRIANON PLAZA.

LOCATION is the ESSENCE of a residence site. TRIANON PLAZA offers the very BEST. In one direction, the finest residential section, and the other direction is the exclusive thorough Fontainebleau Drive. The latter is the finest residential street in the city, and the business section is being developed through Grand Street to the business section, the shortest and the most direct.

IMPROVEMENTS now being carried on are under the direction of Morgan D. E. Hite, architect and landscape architect.

The **OPPORTUNITY** to acquire a residence site in this beautiful section, and the opportunity to acquire a site in the public. It is so inviting that one can only make to with a chance will care to pass it by.

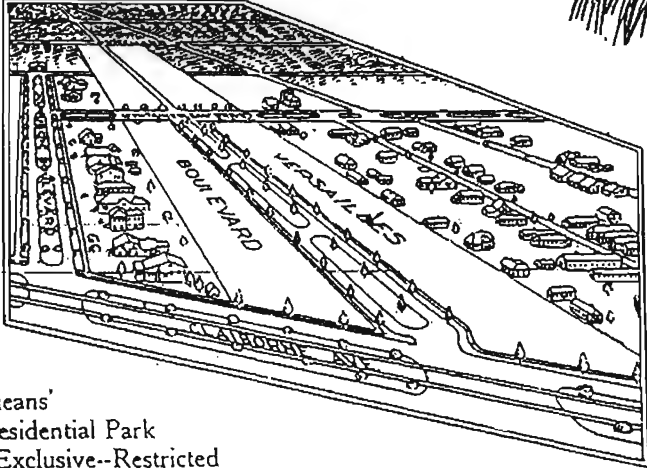
There Are Only Twelve Sites to Be Sold

Further information gladly furnished by representatives who will be at Trianon Plaza all day Sunday.

LATTER & BLUM, Inc., Agents for Trianon Development Co., Inc.
333 Grand Street
Main 1714

Figure 11. Trianon Plaza, like its neighbors, sold exclusively to white buyers (Cangelosi et al. 1997:91).

Introducing— Versailles Boulevard



New Orleans'
Finest Residential Park
Choice--Exclusive--Restricted

Versailles Boulevard, situated in the finest residential development in the entire city of New Orleans, will be an avenue of the highest type, running through the center of the area constituted by the consolidated Tulane and Morlas tracts. The combination covers a stretch about seven blocks in length, lying between Claiborne Avenue and Pritchard Street below Audubon Boulevard. The entire surrounding section has been filled with pretty homes and the restrictions in force insure that the boulevard will more than match its environment and maintain the already lovely character of the whole development.

One who builds a home in Versailles Boulevard is establishing himself and family for the present and future. For generations to come this section will be devoted to high-class residences. It is far enough out to hold its own indefinitely and yet it is readily accessible from the business and principal residential sections of New Orleans.

IMPROVEMENTS
Improvements include a broad bituminous street, paved sidewalks, water, gas and electric connections, ten-year old transplanted oak trees and shrubbery. Fontainebleau Drive is now being paved and Claiborne Avenue is to be paved through to Napoleon Avenue by the 1925 paving program, giving Versailles Boulevard a perfect short cut to the business section of town.

RESTRICTIONS
The section has done its own zoning and business will be strictly barred. No duplex or apartment houses to be allowed. Definite building lines; minimum cost of residences; strict fence limitations and location of garages are provided for. Sites will have a frontage of 60 feet minimum.

PRICES
An opening price of \$125 a front foot, including all improvements, is being accepted for lots at present. On or before June 1 of this year when the improvements will have been completed, the price will be \$150 per front foot. Terms will be extended when desired.

For Detailed Information Apply Your Agent or
RHODES & SYMMES

Figure 12. This advertisement, from the New Orleans Times-Picayune on April 12, 1925, didn't need to specify what was meant by "Choice—Exclusive—Restricted" (Cangelosi et al. 1997:92).

race, but each time the state appellate court defeated these segregation laws.

Sewage collection, water distribution and new construction evolved simultaneously. In 1915, only a few blocks around Napoleon had access to the city's sewage collection (Figure 13). Just ten years later, in 1925, with the exception of the neighborhood's northeast boundary, dominated by the L & N railroad, the Navigational Canal and their attendant industrial enterprises, the entire area received full utilities (Figure 14). Residential settlement in Broadmoor had expanded so much in such a short period that the city opened a new commuter streetcar along Claiborne Avenue by 1930 (Figure 15). A "Broadmoor Civic Improvement Association" formed by that year, dedicated to putting "a greater and better Broadmoor in the center of the map of New Orleans" (Barber 1930:2).

The Broadmoor neighborhood in 1930 was a hub for the city. New roadways connected with the downtown area in a more direct route than earlier streets, including the new Jefferson Davis Parkway and a redesigned Broad Street (Barber 1930:2). Broadmoor residents had petitioned for those Broad Street renovations "for a number of years," and welcomed the change:

With the opening of the new roadway on the lakeside of the Broadmoor pumping station, a serious handicap and a dangerous hazard to the traffic of this section of the city has been removed. Up to the opening of this roadway, for too long a time Broadmoor had been suffering the dangerous and inconvenient procedure of two-way routing around a hazardous horseshoe curve, which circled the riverside of the pumping stations. It is with a great deal of real pleasure that the people of this community welcome the new roadway, for it means the elimination of a tremendous inconvenience in their route to and from either side of the city along Broad (Barber 1930:2).

That same neighborhood association requested more city services in the area, including more public transportation, a local postal office and a library. By that time, the district included several commercial enterprises, including a movie theater, a "five and dime" department store, several groceries, a laundromat, a bakery, a pharmacy and several small restaurants. Most commercial enter-

prises were concentrated along Broad and Washington (Barber 1930:2-4).

Despite this significant expansion, one section of Broadmoor remained undeveloped during this period. The "rear" section of the neighborhood—currently below Earhart Boulevard—never developed at the same rate as the rest of the area. As early as 1890, the L & O Railroad ran along the route that would become Earhart Boulevard, just below the Illinois Central line, which crossed Washington Avenue just above the present site of Jefferson Davis (Figure 16). By 1930, the L & N had become the Yazoo and Mississippi Valley Rail Road, as evidenced by several property sales (Cangelosi et al. 1997:94). As a result of these transportation lines, the area currently around Earhart developed primarily along commercial and industrial, rather than residential lines. Earhart itself was built on the railroad right-of-way in 1952, the first of several city expressways (Chase 1979:216).

The boom of the Roaring Twenties, in New Orleans and around the country, ended abruptly on "Black Tuesday," October 24, 1929. When the stock market crashed in New York, the reverberations echoed around the country. In New Orleans some real estate speculators were left with large tracts of property on their hands, and a market bereft of moneyed investors. One developer, the Bernard Co., owned a 16-block area in the heart of Broadmoor, which was surveyed by Frank H. Waddill in May 1929 (Figure 17). The Bernard Co. hired Leo Fellman and Company as Real Estate agents to advertise and sell the plots for home construction. The advertisement produced by Fellman and Co. ca. 1930 indicates either a complete misunderstanding of the country's circumstances, or an exaggerated example of false marketing:

Now is the Ideal Time to Build. Never before has there been such a favorable opportunity for home construction. Money is plentiful. Our banks, homesteads and insurance companies have millions of dollars immediately available for home construction. Interest rates are lower than they have been for generations. Our Government, through the Federal Housing Administration, has made it possible for you to borrow money with terms of repayment to fit practically any income (see Figure 15 above) (Fellman n.d. [ca. 1930]:2).



Figure 13. Sewerage connections in the project area ca. 1915. Only those streets closest to Napoleon and Claiborne had city sewage (Sewerage and Water Board, Semi-Annual Report 1915).

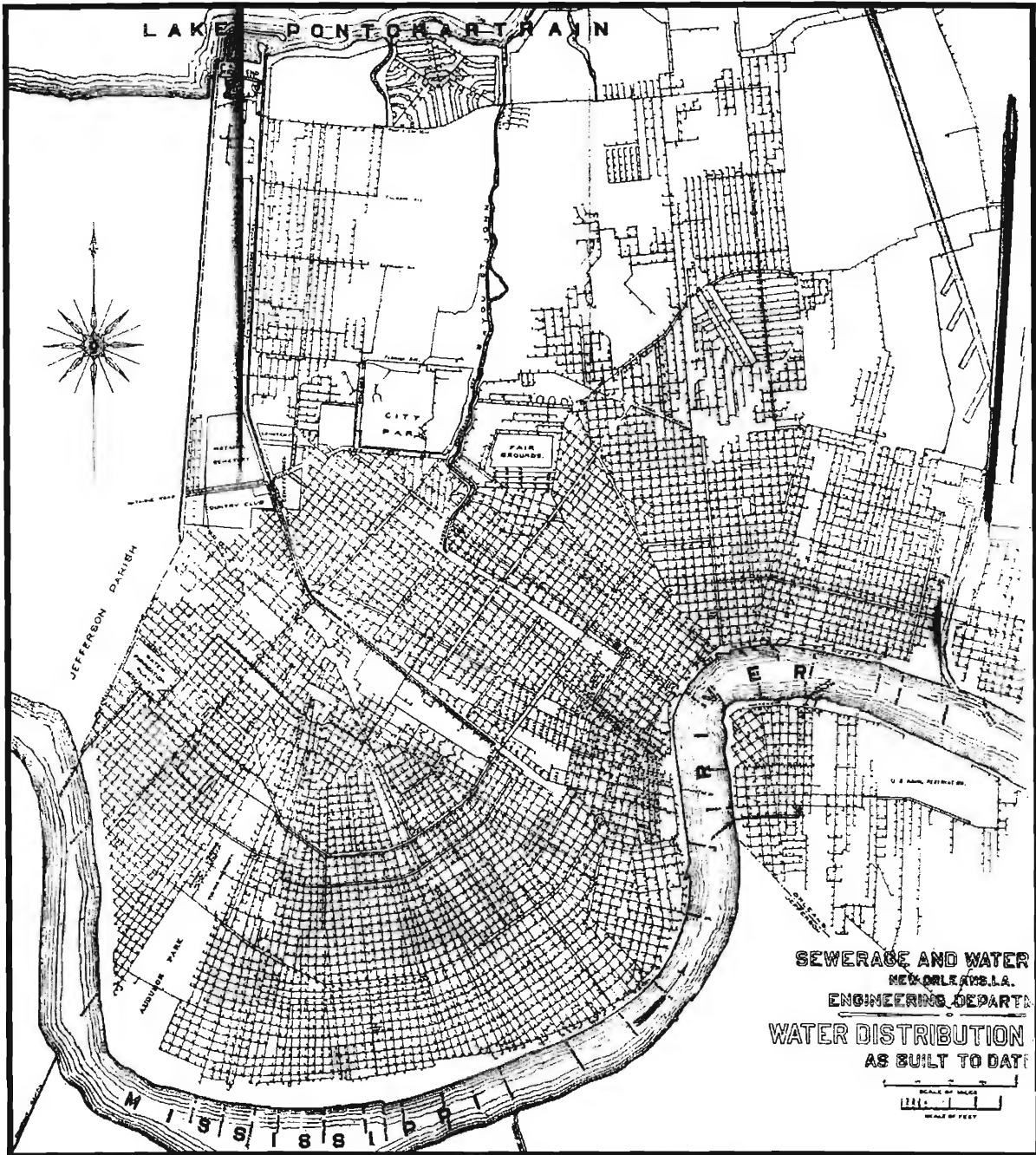


Figure 14. Just ten years later, the entire Broadmoor neighborhood had city water connections (Sewerage and Water Board, Semi-Annual Report 1925).

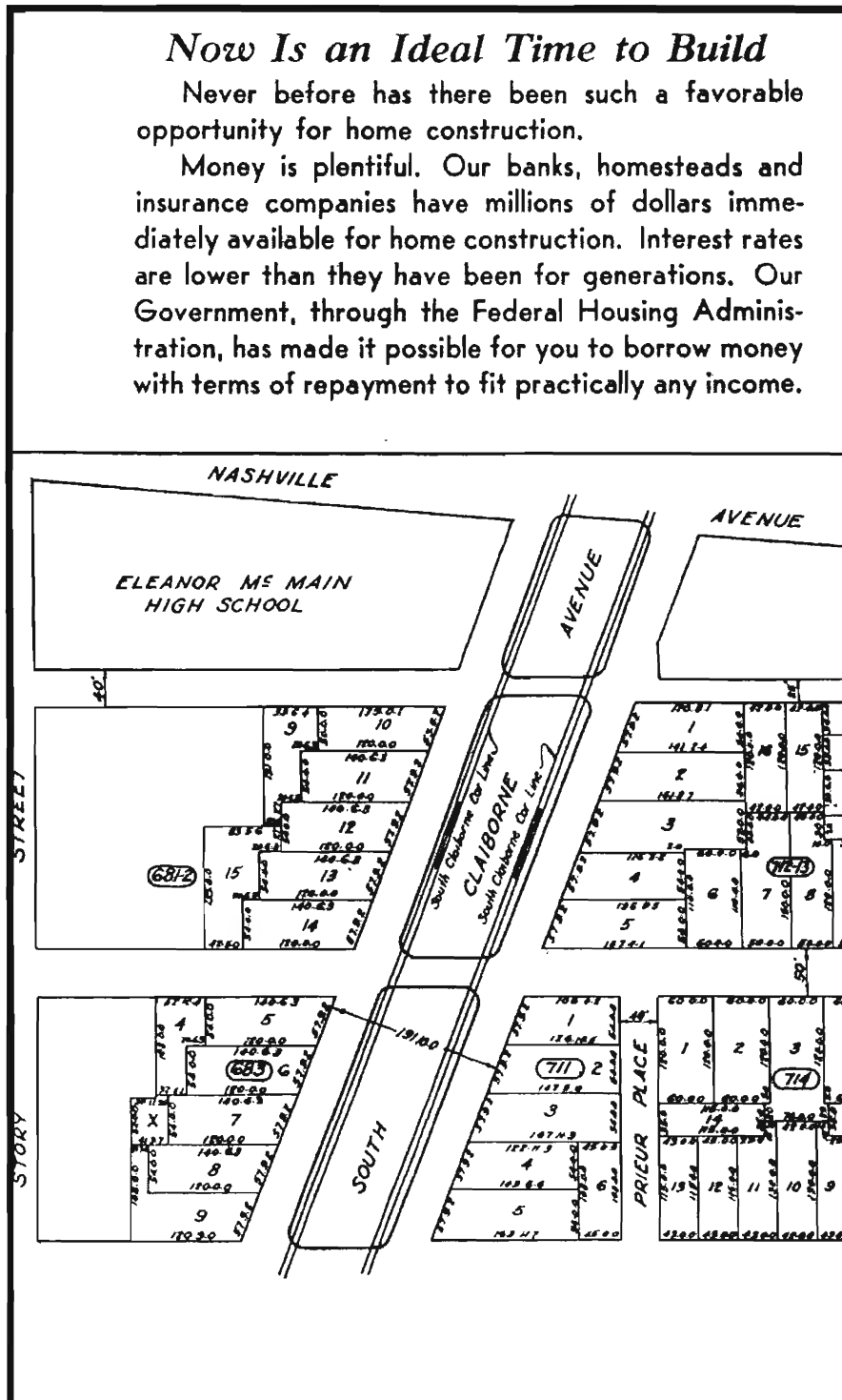


Figure 15. This ca. 1930 map shows the new street car rail in the Claiborne Avenue neutral ground. Even after the stock market crash, advertising still put a positive spin on the economy (Real Estate vertical files, Leo Fellman Collection, Tulane University Manuscripts Division, ca. 1930).



Figure 16. This excerpt from the 1894 Mississippi River Commission Map (Chart 76) shows some small development along Toledano, as well as the Yazoo and Mississippi Valley Railroad and Illinois Central Railroad lines at the edge of the project area.

Build Your Own Home

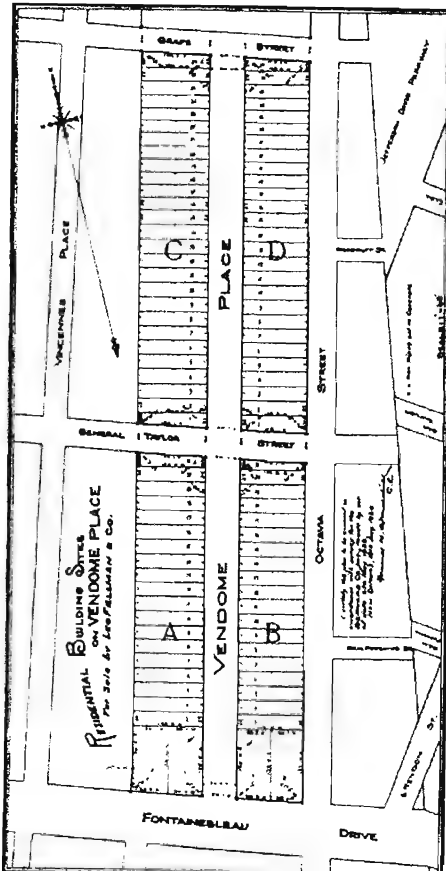
**Incorporate Therein the Features
You Have Always Wanted**

THERE is real pleasure ahead for the prospective home builder. The many hours spent in planning and shaping the ideas for your home will be hours of real enjoyment.

And when it is completed, you will have built one to meet in every detail your requirements, not those of your neighbor. It will reflect your personality and thought and will bring to you months and years of untold happiness.

Don't put off any longer that cherished desire to build your own home.

Obey That Impulse Build Now



Octavia Street and Vendome Place probably offer to the prospective home builder the last opportunity in the better uptown section of New Orleans to secure a building site of unusual value and desirability. It is, therefore, almost a certainty that sites in this section are due to materially enhance in value.

LEO FELLMAN & CO.

GENERAL AGENTS

Or Ask Your Realtor

Figure 17. Vendome Place, from a promotional advertisement ca. 1930. Most of these properties remained vacant throughout the Great Depression (Real Estate vertical files, Leo Fellman Collection, Tulane University Manuscripts Division, ca. 1930).

Of course, by 1932 the Depression worsened, sparking a run on banks nationwide. The first act President Roosevelt signed, just after his inauguration, declared a national bank holiday, in order to halt the panic. The property of the Bernard Company remained the major undeveloped area inside the Broadmoor neighborhood until after the Depression (Figure 18).

Economic recovery sufficient to reinvigorate the real estate market did not occur until after the United States entered World War II. The postwar boom led to new construction in the area. According to one Broadmoor historian, many Jewish families moved into the area during this period. Perhaps in response to this community, the Chevra Thilim Synagogue opened on the corner of Jena Street and Claiborne in June 1948 (Dixon, n.d.:4; Walk et al. 1980:3.05).

The small sections of undeveloped land remaining in Broadmoor sold throughout the postwar period, and were entirely built-up by 1960 (Figure 19). The neighborhood residents, this time with the assistance of the Broadmoor Business Association, repeated their demands for expanded city services. In 1953, the city opened the Broadmoor Station of the U.S. Postal Service at 4200 Washington Avenue. That same year, just a few blocks away, the New Orleans Library purchased a new branch site, complete with a community room "set aside...to serve as a meeting place for local, civic and educational groups" (*Times-Picayune* 7-30-53:1).

The 1960s in New Orleans witnessed the early stages of neighborhood erosion. So-called "white flight" communities grew dramatically in suburbs, as middle- and upper class citizens fled the city in fear of a growing African American population. Many neighborhoods in New Orleans, including Broadmoor, began to lose population. Property values declined as residents abandoned houses. By 1967, "most residents of the Broadmoor area...wouldn't have given even long odds that white home owners would stay" (Snyder 1973:1). Unscrupulous real estate agents exacerbated this trend by engaging in "blockbusting:"

Real estate agents would see one black family move in, then solicit the other homeowners along the block to sell quickly, often at a loss, before the entire block went black, saying that real estate values would fall (Carll, n.d. [ca. 1973]:1).

These agents then turned "sizeable profits by reselling to black families who had been 'steered' into the market" (Snyder 1973:1). This practice, which was particularly prevalent in the Broadmoor neighborhood, led to the creation of the Broadmoor Improvement Association in 1969. Organized to fight both "white flight" and "blockbusting," the BIA brought a lawsuit against a real estate firm it believed was manipulating the market in the area. In an out-of-court settlement, the organization collected \$3,000 in damages, and sent a clear message to those agents engaged in corrupt property transactions.

Curiously, the boundaries of Broadmoor remained vague. The BIA, a decidedly biracial organization, defined the boundaries of the Broadmoor neighborhood as Claiborne, Octavia, Jeff Davis, and Toledano. This excludes those sections of the neighborhood that began as segregated "residential parks," while it includes the area between Napoleon and Toledano, historically a more integrated area. Through diligent voluntarism and persistent vigilance, the BIA significantly slowed "white flight" from Broadmoor in the 1970s.

Still, the 1970s was a transitional time in the project area. The Broadmoor Neighborhood Profile (performed in 1978 and published in 1980), which was limited to that area between Jefferson, Eve, Toledano and Claiborne, documented dramatic changes between 1960-1970. In 1960, over 95% of Broadmoor residents were white. Ten years later, African Americans represented almost 30% of the district (Walk et al. 1980:5.01). In 1970, almost one in ten Broadmoor families lived in poverty, while over half earned less than \$10,000 per year. The neighborhood contained just over 2,000 structures, of which approximately 10% were sound, 10% were "dilapidated or deteriorated," and the balance were "moderate" (Walk et al. 1980:81). In 1976, "more than 650 homes were so badly deteriorated that they violated housing code standards" (Sanchez 1986:1).

The 1980s ushered in a period of renovation and urban revitalization nationwide; New Orleans and Broadmoor were no exception. The Neighborhood Housing Services of New Orleans, a non-profit organization, helped Broadmoor residents secure \$25,000,000 in high-risk, low-interest home improvement loans by 1986. These dramatic improvements spurred a rise in property values, and additional private invest-



Figure 18. Aerial photograph of the project area, January 29, 1940 depicts the majority of Broadmoor developed, with the notable exception of the area around Vendome Place, between Nashville and State (courtesy of the US Army Corps of Engineers).



Figure 19. By December 21, 1960, Broadmoor was entirely developed, and on the verge of a decline (courtesy of the US Army Corps of Engineers).

ment in the community. According to one article in the *New Orleans Times-Picayune*, by the mid-1980s, only 6 houses in the area bounded by Toledano, Claiborne, Napoleon and Broad remained in "disrepair" (Sanchez 1986:1). The NHS emphasized "neighborhood improvement" as well as property renovation, which, along with the several Broadmoor residential associations, helped secure the community.

Summary

Originally developed in the post-World War I era, the Broadmoor neighborhood of New Orleans has experienced tremendous change over the past 90 years. A modern, efficient drainage system transformed the "Saucer" into a viable residential neighborhood by 1918. Real estate developers quickly purchased large tracts of land, which they divided into individual lots. Many of these entrepreneurs created segregated, middle-and upper class "residential parks." The period between 1920-1930 was marked by virtually constant construction, and by the beginning of the Second World War, almost the entire region had been adapted into one- and two-family homes.

From as early as 1930, Broadmoor residents had formed a civic association. While it is not clear that a single group survived the entire seventy years, it is obvious that throughout this period neighborhood associations played an important role in securing city services, in area improvements and population stabilization, and in urban renovation. The Broadmoor Civic Improvement Association, Broadmoor Business Association, the Broadmoor Improvement Association, and the Broadmoor branch of the Neighborhood Housing Services of New Orleans all served to strengthen the unique tenor of this New Orleans community.

The boundaries of the Broadmoor district continue to present research problems even today. The area between Napoleon and Toledano, Broad Street and Claiborne developed earliest, primarily along Napoleon, spreading downtown. This area did not evolve around planned developments, and appears to have been somewhat integrated from the first. Many of the houses built on the eastern edge, especially along Louisiana and Toledano, were built as double houses. Many of these were rental properties (XIII Federal Census 1920). The area of Broadmoor closest to Carrollton developed

in the 1920s, largely around several planned "residential parks." As a result of the restrictions on these developments, much of that "upper" Broadmoor area was settled exclusively by Caucasians. Though such exclusionary policies violate modern Civil Rights statutes, even today, that section of the city between Claiborne and Fontainebleau, Lowerline and Napoleon is largely white. Finally, the "back" of the district, in the area around Earhart, developed along industrial impulses. Consequently, most residential housing in that area was built well after the initial development of Broadmoor.

Architectural Overview

The exact boundaries of the area of New Orleans commonly known as Broadmoor historically are vague. In general, the area is characterized by low-scale, mixed use, urban development that is dominated by single family dwellings organized in a series of discrete neighborhoods, which are frequently oriented towards lushly landscaped medians.

The study area bounded by Amelia Earhart Boulevard, Louisiana Avenue, Claiborne Avenue, and Lowerline Street in New Orleans is spatially organized by an irregular grid plan integrating major commercial arteries, broad parkways delineated by landscaped medians, and secondary streets. The area predominately is residential in use with minor concentrations of low-scale commercial development extending into the interior of the area from Claiborne Street. Dwellings of greater size, scale, and architectural elaboration generally occupy sites along major boulevards and avenues, while smaller, lower scale houses of simpler design are found along more densely developed secondary streets.

The outer limits of the study area are defined by denser commercial development along Louisiana Avenue and commercial-industrial uses along the Amelia Earhart Boulevard. Opposing development across Claiborne Avenue and Lowerline Street, in contrast, is more consistent in character with the residential pattern that dominates the majority of the study area.

Architectural survey and analysis in the neighborhoods of New Orleans poses several unique challenges, as noted by Ms. Donna Fricker, National Register Coordinator with the Louisiana Division of Historic Preservation (June

25, 2001). Density, diversity in styles, modifications over time, and contemporary infill construction can make the delineation of historic neighborhoods difficult.

Reconnaissance architectural survey of the study area identified subtle changes in the extant building stock related to the period of development and historical themes of the area. Overall, the building stock reflects the two primary periods of development and the three major historical themes, which have been discussed above in detail. These periods of development are (1) ca. 1900 -- ca. 1920, and (2) ca. 1920 -- ca. 1930. The major three historical themes, which influenced the overall character of corresponding neighborhoods in the study area and survive to the present, are:

- (1) The gradual and progressive construction of dwellings on individual residential lots by private owners in the area bounded by Napoleon Avenue, Claiborne Avenue, Louisiana Avenue, and Broad Avenue following the land reclamation that accompanied the execution of the New Orleans Drainage Plan;
- (2) Industrial, commercial, and modest residential development associated with the railroad and major highway construction along Earhart Boulevard and extending southwest of Washington Avenue; and
- (3) Development of the five residential parks: Audubon Boulevard, State Street Drive, Vincennes Place, Trianon Plaza, and Versailles Boulevard; between ca. 1920 and ca. 1930.

Napoleon Avenue, Claiborne Avenue, Louisiana Avenue, and Broad Street

The neighborhood defined by the above streets is associated with the initial development of the "Broadmoor" section of New Orleans. Residential development was historically undertaken by individual lot owners during the first decades of the twentieth century and reflects a diversity of urban house types and styles ranging

from single-story, frame shotgun forms with Craftsman-style gable screens to fully developed Bungalow forms, to raised Bungalows, to two-story, frame Four Square dwellings. Simply designed single unit, duplexes, and multi-unit survivals concentrated along secondary streets suggest the area's early use as a rental neighborhood. The substantial single-family dwellings located along the major arteries of Napoleon Avenue and sections of Claiborne Street complement this diversity. The neighborhood includes commercial support buildings, churches, and schools. The area retains its overall integrity from the early twentieth century despite minor contemporary infill.

Earhart Avenue extending Southwest from Washington Avenue

The buildings stock encompassed in this area reflects major modification from the early twentieth century to the present. Earhart Boulevard, originally the location of the railroad and related development, now serves as a major vehicular artery. Commercial and industrial development reflects the area's recent orientation towards the automobile. Residential development, which is concentrated southwest from Washington Avenue, includes simple, single-story, gable-front dwellings, a percentage of which have been converted to commercial use. The area, as a whole, does not retain its overall integrity from the early twentieth century, or evidence of its early association with the railroad.

Residential Parks

Five residential parks were developed within the western section of the study area between ca. 1920 and ca. 1930. These parks, which are comprised of single-family dwellings, are dominated in design by the eclectic and revival architectural styles that were popular nationwide in urban suburbs of the period. Elaborate and fully developed examples of Colonial Revival, Craftsman, Spanish Colonial Revival, Mediterranean Revival, and Modern styles are represented. The majority of these dwellings occupy substantial landscaped lots with the dwelling frequently setback from the street. These five residential parks, and the compatible dwellings located between each development form a recognizable residential entity that re-

tains its overall integrity. Although minor residential infill construction has occurred since ca. 1930, these more recent dwellings, which primarily date from ca. 1950 to ca. 1960, adopt the suburban patterns established in the initial phase of construction.

Analysis

Archival and reconnaissance-level architectural survey data were analyzed applying the National Register criteria for evaluation (36 CFR 60.4[a-d]) and the guidance developed by the National Register Program to further define the significance and boundaries of neighborhoods within the study area that possess those qualities of significance and integrity necessary for National Register listing. Two concentrations of buildings were identified that may qualify as historic districts. These are the area of initial development in Broadmoor (District #1), and the area defined by the five residential parks (District #2). The following discussion establishes the working boundary of the districts for the purposes of Section 106 of the National Historic Preservation Act. Delineation of the exact boundary of each historic district will require an intensive-level architectural survey of each building in the area and its classification as a contributing or non-contributing element to the district. Such an intensive-level investigation was beyond the scope and scheduling requirements of the current study.

District #1 is locally significant under Criteria A and C for its association with the broad pattern of development in the City of New Orleans

during the early twentieth century, and for its collection of early twentieth century domestic and institutional architecture. The area has been defined as extending along the north side of Claiborne Avenue to the intersection of Claiborne and Louisiana Avenue. The boundary proceeds north along the west side of Louisiana to the intersection of Louisiana and Broad. The boundary extends along the south side of Broad Street to the intersection of Broad and Napoleon. The boundary extends south along the rear property lines of lots fronting the west side of Napoleon to the intersection of Claiborne Avenue (Figure 20).

District #2 is locally significant under Criteria A and C for its association with the development of residential parks in New Orleans, and for its outstanding collection of early twentieth century residential architecture and landscape architecture. The district has been defined as proceeding along Claiborne Avenue from Lowerline Street east to the intersection of the rear lot lines of the dwellings fronting the east side of Jena Street. The boundary proceeds north along the rear lot lines to the intersection of Fontainebleu Drive and proceeds east along the north side of Broad Street. The boundary extends north along the west side of Washington Avenue to the intersection of Walmsley Avenue. The boundary extends west along Walmsley Avenue to its intersection with Pine Street. The line proceeds south along Pine Street to Belfast to exclude a contemporary school, and intersects with Lowerline Street proceeding south to Claiborne (Figure 20).

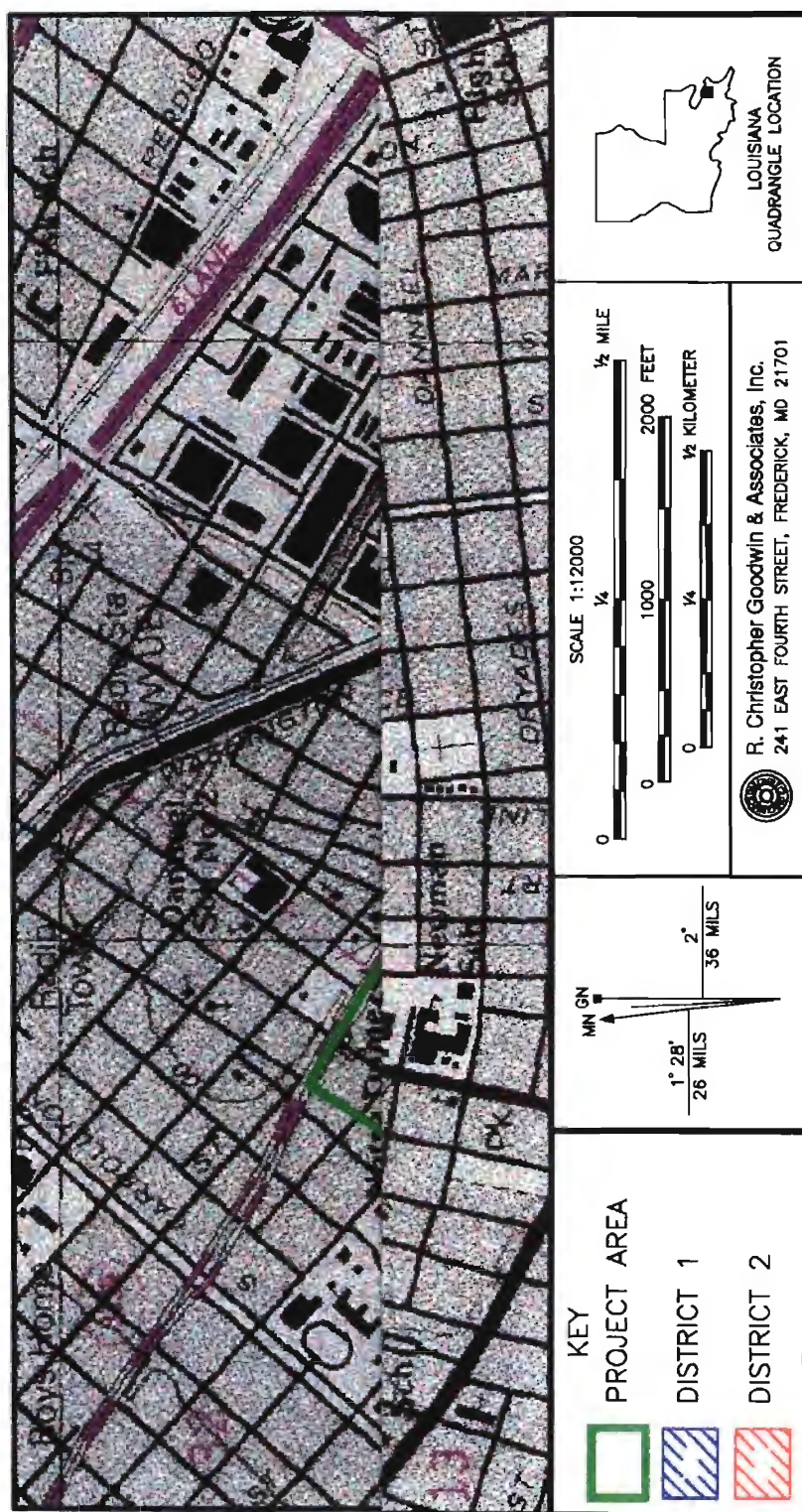


Figure 20. Street map of New Orleans depicting the study area and Historic Districts #1 & #2.

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APPENDIX I

PHOTOGRAPHIC COMPENDIUM

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ORLEANS PARISH, LOUISIANA

Photographer: **R. Christopher Goodwin & Associates, Inc.** **July 2001**

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Figure 2. Photo depicts a streetscape of Louisiana Avenue at South Dorgenois Street facing north.



Figure 3. Photo depicts a streetscape of South Broad Street at Washington Avenue facing west.



Figure 4. Photo depicts a streetscape of South Broad Street at Washington Avenue facing east.



Figure 5. Photo depicts a structure at 3300 South Broad Street facing south.



Figure 6. Photo depicts a streetscape of west side of 4300 block of Washington Avenue facing north.

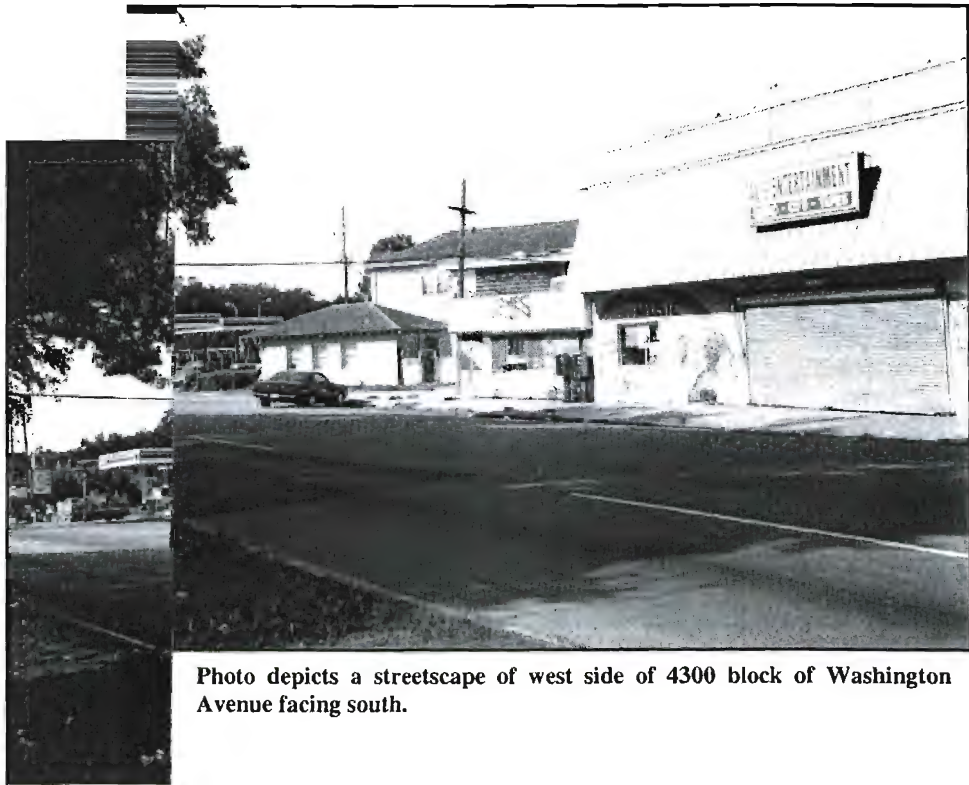


Photo depicts a streetscape of west side of 4300 block of Washington Avenue facing south.

Figure 7.

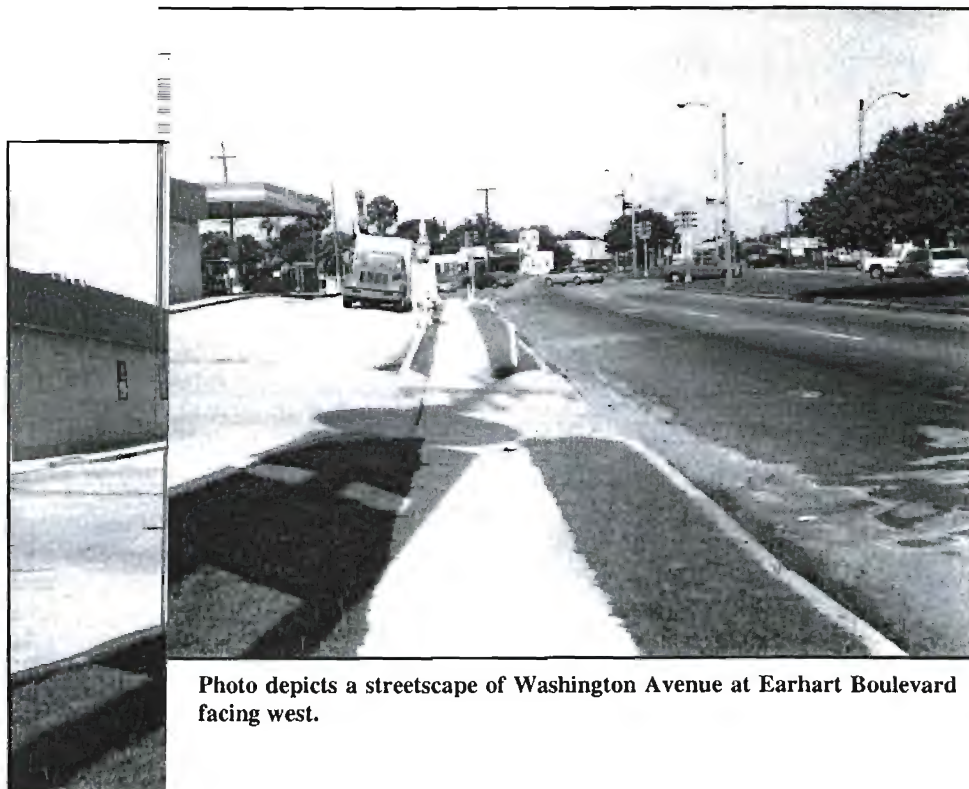


Photo depicts a streetscape of Washington Avenue at Earhart Boulevard facing west.

Figure 8.



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Figure 10. Photo depicts a streetscape of Jefferson Davis Parkway at Earhart Boulevard facing east.



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Figure 16. Photo depicts a streetscape of Earhart Boulevard at Burdette Street facing east.



Figure 17. Photo depicts a streetscape of Broadway Street at Colapissa Street facing north.



Figure 18. Photo depicts a streetscape of Broadway Street at Pritchard Place facing south.



Figure 19. Photo depicts a streetscape of Broadway Street at Pritchard Place facing north.



Figure 20. Photo depicts a streetscape of Pine Street at Fig Street facing north.

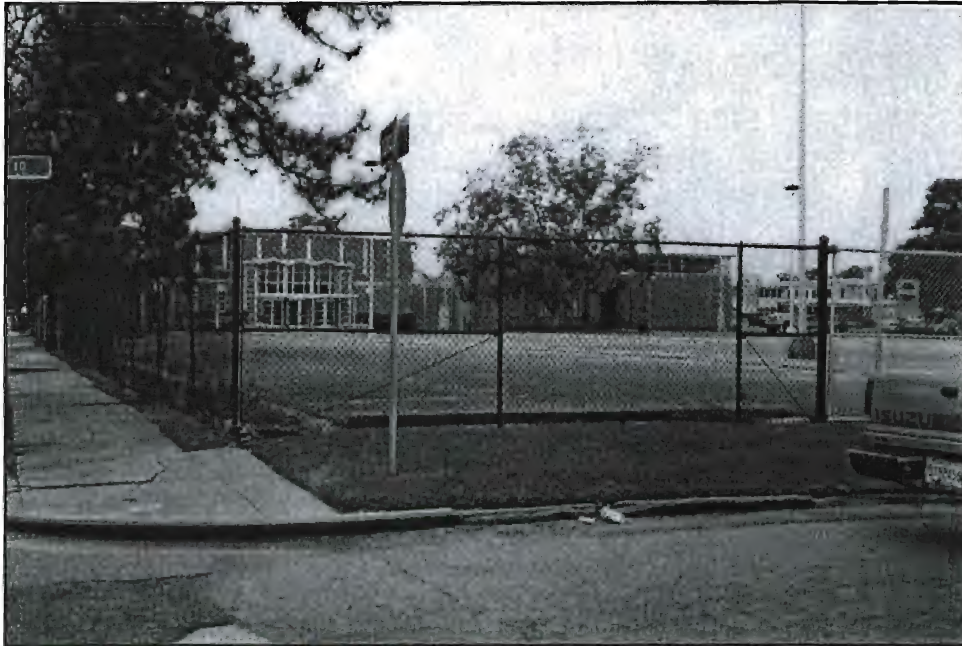


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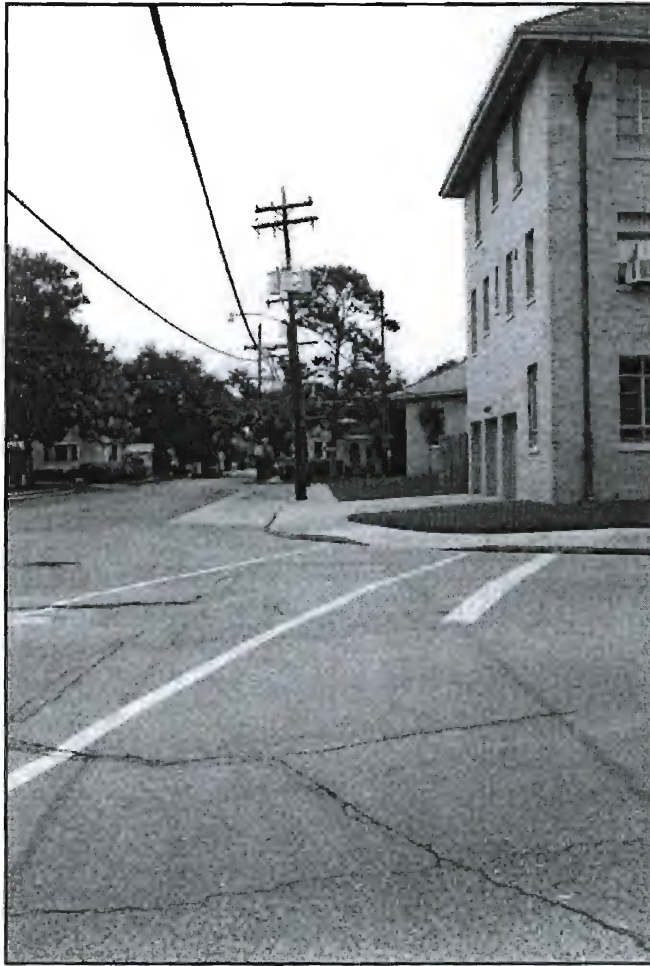


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Figure 23. Photo depicts Dominican High School at 7701 Walmsley Avenue facing north.



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Figure 40. Photo depicts a streetscape of South Claiborne Avenue at Napoleon Avenue facing west.

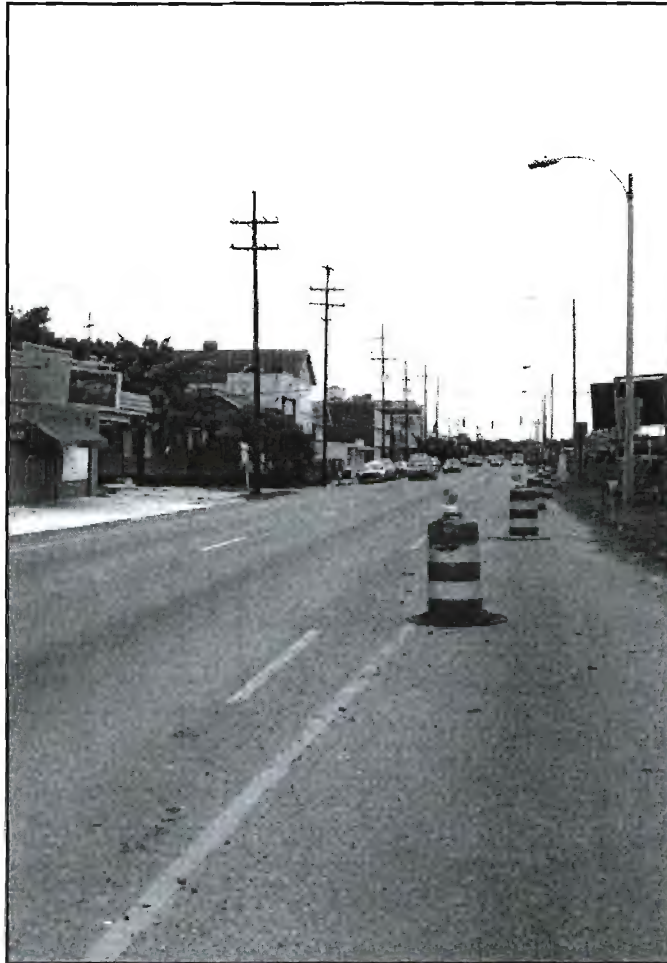


Figure 41. Photo depicts a streetscape of South Claiborne Avenue at Napoleon Avenue facing east.



Figure 42. Photo depicts a structure at 3015 Napoleon Avenue facing east.



Figure 43. Photo depicts a structure at 3027 Napoleon Avenue facing east.



Figure 44. Photo depicts a structure at 3031 and 3033 Napoleon Ave facing east.



Figure 45. Photo depicts a structure at 3101 Napoleon Avenue facing east.



Figure 46. Photo depicts a structure at 3109 Napoleon Avenue facing east.



Figure 47. Photo depicts a structure at 3115 Napoleon Avenue facing east.



Figure 48. Photo depicts a structure at 3121 Napoleon Avenue facing east.



Figure 49. Photo depicts a structure at 3133 Napoleon Avenue facing east.



Figure 50. Photo depicts a structure at 3203 Napoleon Avenue facing east.



Figure 51. Photo depicts a structure at 3209 Napoleon Avenue facing east.



Figure 52. Photo depicts a structure at 3211 Napoleon Avenue facing east.



Figure 53. Photo depicts a structure at 3225 Napoleon Avenue facing east.



Figure 54. Photo depicts a streetscape of 3200 block of Napoleon Avenue facing south.



Figure 55. Photo depicts a structure at 3229 Napoleon Avenue facing east.



Figure 56. Photo depicts a structure at 3301 Napoleon Avenue facing east.



Figure 57. Photo depicts a structure at 3232 Napoleon Avenue facing west.



Figure 58. Photo depicts a structure at 3226 Napoleon Avenue facing west.



Figure 59. Photo depicts a structure at 3222 Napoleon Avenue facing west.



Figure 60. Photo depicts a structure at 3206 Napoleon Avenue facing west.



Figure 61. Photo depicts a structure at 3132 Napoleon Avenue facing west.



Figure 62. Photo depicts a structure at 3120 Napoleon Avenue facing west.



Figure 63. Photo depicts a structure at 3112 Napoleon Avenue facing west.



Figure 64. Photo depicts a structure at 3110 Napoleon Avenue facing west.



Figure 65. Photo depicts a structure at 3100 Napoleon Avenue facing west.



Figure 66. Photo depicts a streetscape of South Derbigny Street at Napoleon Avenue facing west.



Figure 67. Photo depicts a structure at 3034 Napoleon Avenue facing west.



Figure 68. Photo depicts a structure at 3024 Napoleon Avenue facing west.

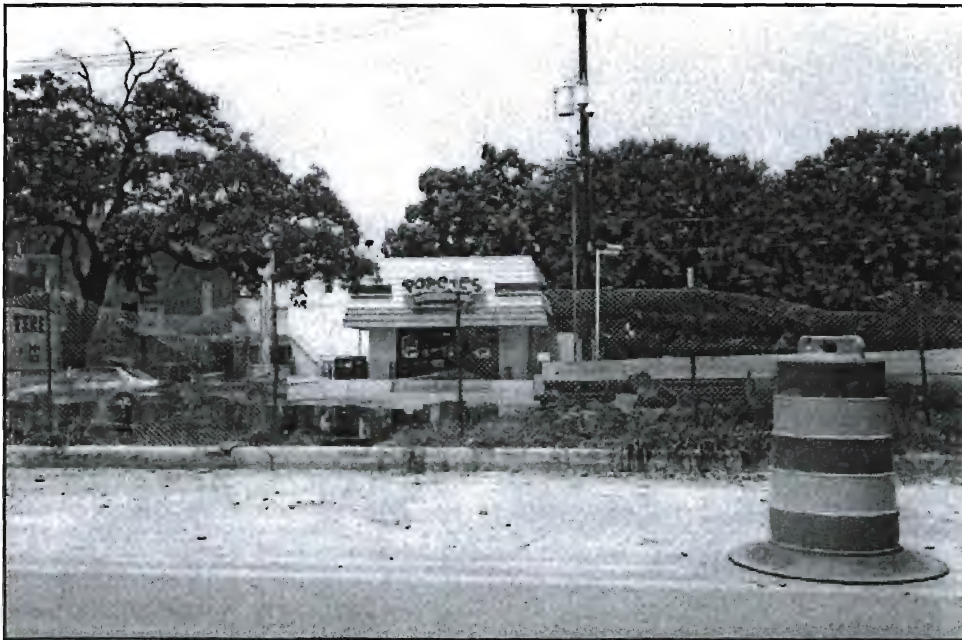


Figure 69. Photo depicts Popeye's Cajun Fried Chicken Restaurant at 3008 Napoleon Avenue facing west.



Figure 70. Photo depicts a structure at 3311 Napoleon Avenue facing east.



Figure 71. Photo depicts a structure at 3317 Napoleon Avenue facing east.



Figure 72. Photo depicts a structure at 3323, 3319, and 3321 Napoleon Avenue facing east.



Figure 73 Photo depicts a structure at 3333 Napoleon Avenue facing east.



Figure 74. Photo depicts a structure at 3403 Napoleon Avenue facing east.



Figure 75. Photo depicts a structure at 3403 Napoleon Avenue facing east.



Figure 76. Photo depicts a structure at 3407 Napoleon Avenue facing east.

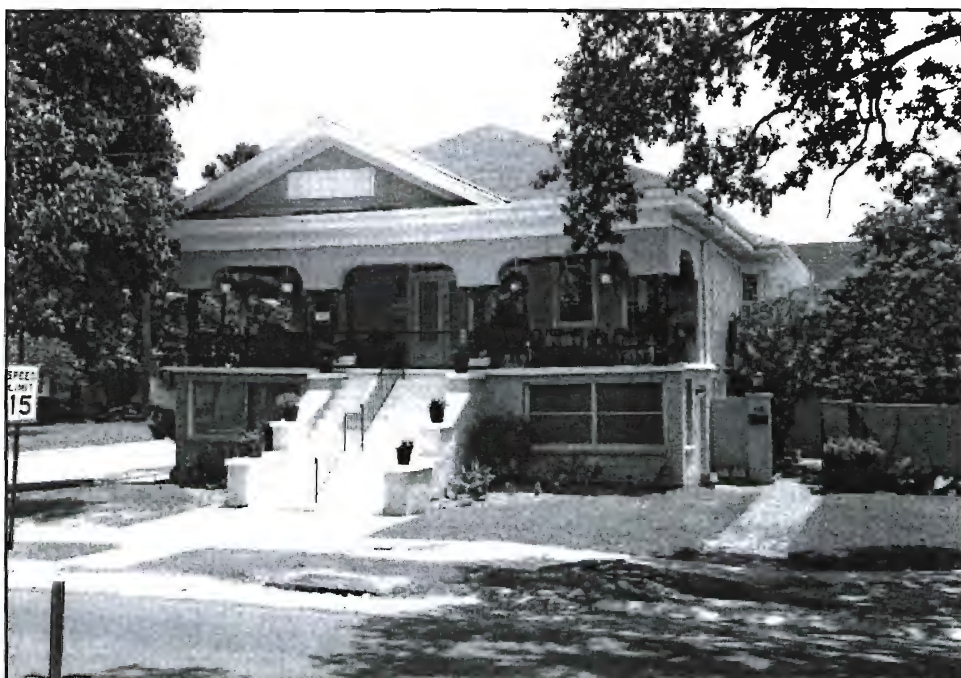


Figure 77. Photo depicts a structure at 3435 and 3437 Napoleon Avenue facing east.



Figure 78. Photo depicts a streetscape of South Galvez Street at Napoleon Avenue facing east.



Figure 79 Photo depicts a structure at 3501 Napoleon Avenue facing east.



Figure 80. Photo depicts a structure at 3511 Napoleon Avenue facing east.



Figure 81. Photo depicts a structure at 3515 Napoleon Avenue facing east.



Figure 82. Photo depicts a structure at 3539 Napoleon Avenue facing east.



Figure 83. Photo depicts a structure at 3601 Napoleon Avenue facing east.



Figure 84. Photo depicts a structure at 3607 Napoleon Avenue facing east.



Figure 85. Photo depicts a structure at 3613 Napoleon Avenue facing east.



Figure 86. Photo depicts a structure at 3625 Napoleon Avenue facing east.



Figure 87. Photo depicts a structure at 3635 Napoleon Avenue facing east.



Figure 88. Photo depicts a structure at 3641 Napoleon Avenue facing east.



Figure 89. Photo depicts a structure at 3701 Napoleon Avenue facing east.



Figure 90. Photo depicts a structure at 3725 Napoleon Avenue facing east.



Figure 91. Photo depicts a structure at 3725 Napoleon Avenue facing east.



Figure 92. Photo depicts a structure at 3731 Napoleon Avenue facing east.



Figure 93. Photo depicts a structure at 3632 and 3624 Napoleon Avenue facing west.



Figure 94. Photo depicts a structure at 3618, 3620, and 3614 Napoleon Avenue facing west.



Figure 95. Photo depicts a structure at 3600 Napoleon Avenue facing west.



Figure 96. Photo depicts a structure at 3540 Napoleon Avenue facing west.



Figure 97. Photo depicts a structure at 3516 Napoleon Avenue facing west.



Figure 98. Photo depicts a structure at 3504 Napoleon Avenue facing west.



Figure 99. Photo depicts a streetscape of South Galvez Street at Napoleon Avenue facing west.



Figure 100. Photo depicts a streetscape of South Galvez Street at Napoleon Avenue facing west.



Figure 101. Photo depicts a structure at 3434 Napoleon Avenue facing west.



Figure 102. Photo depicts a structure at 3410 Napoleon Avenue facing west.



Figure 103. Photo depicts a structure at 3400 Napoleon Avenue facing west.



Figure 104. Photo depicts a structure at 3326 Napoleon Avenue facing west.



Figure 105. Photo depicts a structure at 3326 Napoleon Avenue facing south.



Figure 106. Photo depicts a structure at 3324 Napoleon Avenue facing west.



Figure 107. Photo depicts a structure at 3320 Napoleon Avenue facing west.



Figure 108. Photo depicts a structure at 3312 and 3308 Napoleon Avenue facing west.



Figure 109. Photo depicts a structure at 3302 Napoleon Avenue facing west.



Figure 110. Photo depicts a structure at 3737 Napoleon Avenue facing east.



Figure 111. Photo depicts a structure at 3811 Napoleon Avenue facing east.



Figure 112. Photo depicts a structure at 3817 Napoleon Avenue facing east.



Figure 113. Photo depicts a structure at 3821 Napoleon Avenue facing east.



Figure 114. Photo depicts a structure at 3825 Napoleon Avenue facing east.



Figure 115. Photo depicts a structure at 3837 Napoleon Avenue facing east.



Figure 116. Photo depicts New Orleans Public Library (Rosa Keller Branch) on Napoleon Avenue at South Broad Street facing east.



Figure 117. Photo depicts a streetscape of Napoleon Avenue at South Broad Street facing north.



Figure 118. Photo depicts a streetscape of Fontainebleau Drive and Napoleon Avenue at South Broad Street facing west.



Figure 119. Photo depicts a structure at 4101 Fontainebleau Drive facing north.



Figure 120. Photo depicts a streetscape of Fontainebleau Drive at Napoleon Avenue facing west.



Figure 121. Photo depicts a structure at Southwest corner of Napoleon Avenue and Fontainebleau Drive facing west.



Figure 122. Photo depicts a structure at 3852 Napoleon Avenue facing west.

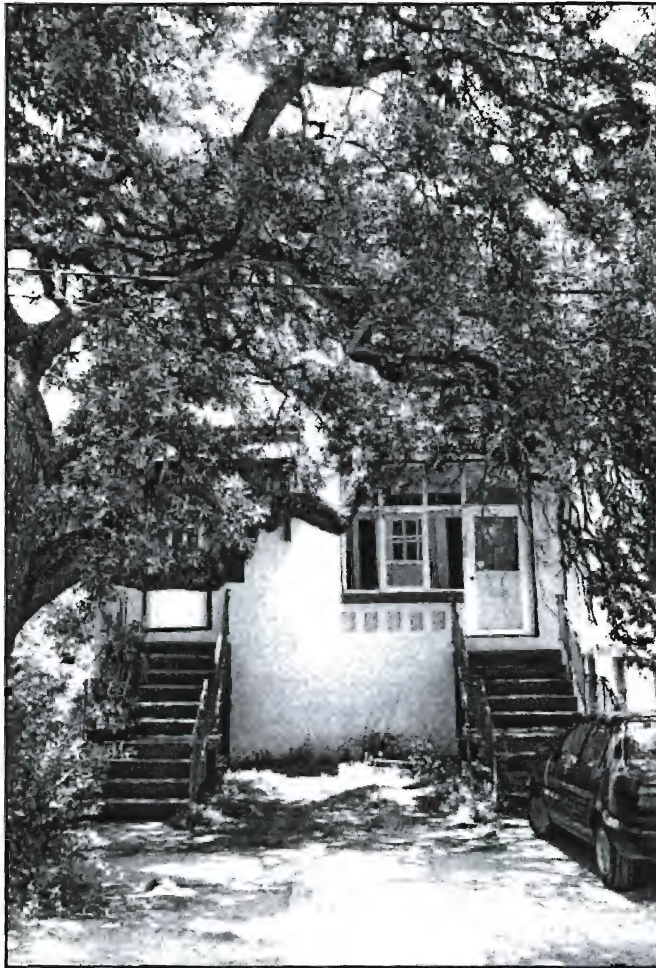


Figure 123. Photo depicts a structure at 3848 and 3850 Napoleon Avenue facing west.



Figure 124. Photo depicts a structure at 3844 Napoleon Avenue facing west.



Figure 125. Photo depicts a structure at 3840 Napoleon Avenue facing west.



Figure 126. Photo depicts a structure at 3836 Napoleon Avenue facing west.



Figure 127. Photo depicts a structure at 3830 Napoleon Avenue facing west.



Figure 128. **Photo depicts a structure at 3826 Napoleon Avenue facing west.**



Figure 129. Photo depicts a structure at 3816, 3818, and 3820 Napoleon Avenue facing west.



Figure 130. Photo depicts a structure at 3808 Napoleon Avenue facing west.



Figure 131. Photo depicts a structure at 3800 Napoleon Avenue facing west.



Figure 132. Photo depicts a structure at 3734 Napoleon Avenue facing west.



Figure 133. Photo depicts a structure at 3726 Napoleon Avenue facing west.



Figure 134. Photo depicts a structure at 3720 Napoleon Avenue facing west.



Figure 135. Photo depicts a structure at 3710 Napoleon Avenue facing west.



Figure 136. Photo depicts a structure at 3706 Napoleon Avenue facing west.



Figure 137. Photo depicts a structure at 3630 and 3632 Napoleon Avenue facing west.



Figure 138. Photo depicts a structure at 3624 and 3626 Napoleon Avenue facing west.



Figure 139. Photo depicts a structure at 3618 and 3620 Napoleon Avenue facing west.



Figure 140. Photo depicts a structure at 3614 Napoleon Avenue facing west.



Figure 141. Photo depicts a streetscape of Napoleon Avenue, South broad Street, and Fontainebleau Drive facing south.



Figure 142. Photo depicts a structure at 5707 South Claiborne Avenue facing north.



Figure 143. Photo depicts a structure at 5701 South Claiborne Avenue facing north.



Figure 144. Photo depicts a structure at 5535 South Claiborne Avenue facing north.



Figure 145. Photo depicts a structure at 5529 South Claiborne Avenue facing north.



Figure 146. Photo depicts a structure at 5521 South Claiborne Avenue facing north.



Figure 147. Photo depicts a streetscape of 5500 block of South Claiborne Avenue facing east.



Figure 148. Photo depicts a structure at 5505 South Claiborne Avenue facing north.



Figure 149. Photo depicts First Presbyterian Church on Jefferson Avenue at South Claiborne Avenue facing north.



Figure 150. Photo depicts a structure at 3005 Jefferson Avenue and 3001 South Claiborne Avenue facing east.



Figure 151. Photo depicts a structure at 5229 South Claiborne Avenue facing north.



Figure 152. Photo depicts a structure at 5001 South Claiborne Avenue facing north.



Figure 153. Photo depicts a structure at 4939 South Claiborne Avenue facing north.



Figure 154. Photo depicts a structure at 4935 South Claiborne Avenue facing north.



Figure 155. Photo depicts a structure at 4931 South Claiborne Avenue facing north.



Figure 156. Photo depicts a structure at 4921 South Claiborne Avenue facing north.



Figure 157. Photo depicts a structure at 4911 and 4909 South Claiborne Avenue facing north.



Figure 158. Photo depicts a structure at 4903 and 4905 South Claiborne Avenue facing north.



Figure 159. Photo depicts a structure at 4901 South Claiborne Avenue facing north.



Figure 160. Photo depicts a structure at 4635 South Claiborne Avenue facing north.

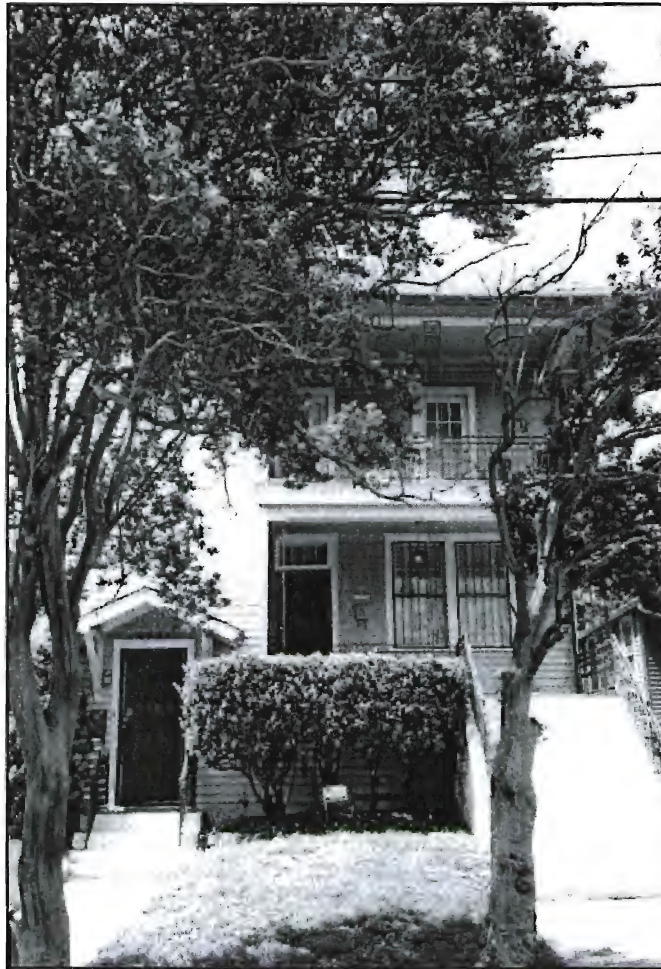


Figure 161. **Photo depicts a structure at 4631 South Claiborne Avenue facing north.**



Figure 162. Photo depicts a structure at 4627 South Claiborne Avenue facing north.



Figure 163. Photo depicts a structure at 4619 South Claiborne Avenue facing north.



Figure 164. Photo depicts a structure at 4615 South Claiborne Avenue facing north.



Figure 165. Photo depicts a streetscape of 4600 block of South Claiborne Avenue facing east.



Figure 166. Photo depicts a structure at 4611 and 4609 South Claiborne Avenue facing north.



Figure 167. Photo depicts a structure at 4603 and 4601 South Claiborne Avenue facing north.

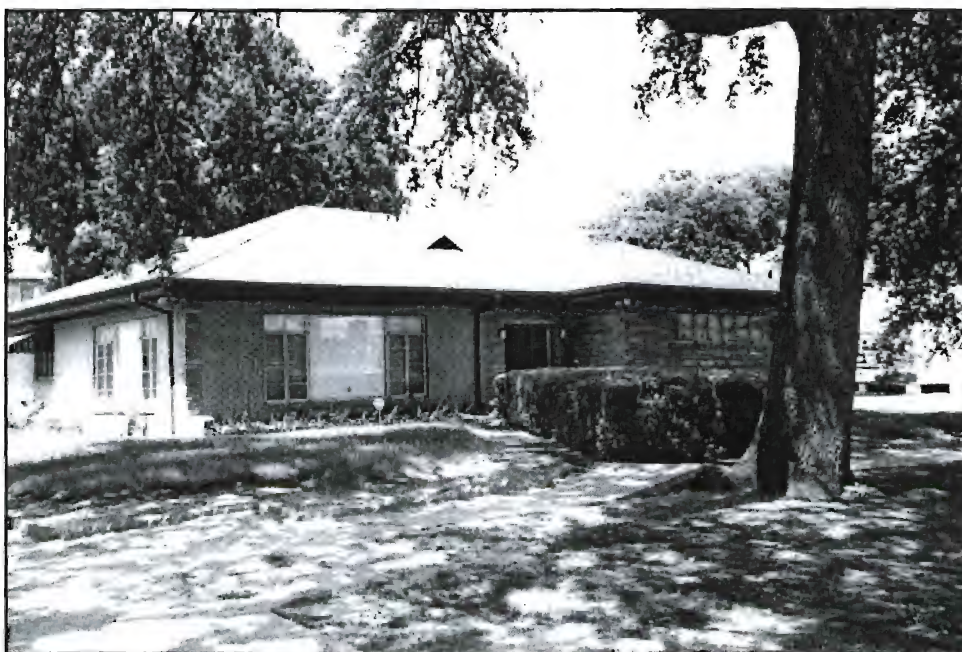


Figure 168. Photo depicts a structure at 4535 South Claiborne Avenue facing north.



Figure 169. Photo depicts Episcopal Church at 4519 South Claiborne Avenue facing north.



Figure 170. Photo depicts The Church of the Annunciation on Jena Street at South Claiborne Avenue facing north.



Figure 171. Photo depicts New Home Full Gospel Ministries at 4429 South Claiborne Avenue facing north.



Figure 172. Photo depicts New Home Full Gospel Ministries at 4429 South Claiborne Avenue facing north.



Figure 173. Photo depicts Bank One at 4401 South Claiborne Avenue facing north.



Figure 174. Photo depicts Shell station on Napoleon Avenue at South Claiborne Avenue facing north.



Figure 175. Photo depicts a streetscape of 3400 block of Delachaise Street facing south.



Figure 176. Photo depicts a streetscape of 3000 block of Delachaise Street facing north.



Figure 177. Photo depicts a streetscape of 3000 block of General Pershing Street facing north.



Figure 178. Photo depicts a streetscape of General Pershing Street at South Miro Street facing north.



Figure 179. Photo depicts a streetscape of 3700 block of General Pershing Street facing south.



Figure 180. Photo depicts a streetscape of 4000 block of State Street facing north.



Figure 181. Photo depicts a streetscape of 4100 block of State Street facing north.



Figure 182. Photo depicts a streetscape of 4300 block of State Street facing south.



Figure 183. Photo depicts a streetscape of Broadway Street at Broad Street facing east.



Figure 184. Photo depicts a streetscape of Audubon Boulevard at Fontainebleau Drive facing south.



Figure 185. Photo depicts a streetscape of Audubon Boulevard at Fontainebleau Drive facing south.



Figure 186. Photo depicts a streetscape of Audubon Boulevard at Fontainebleau Drive facing north.



Figure 187. Photo depicts a streetscape of Nashville Avenue at Fontainebleau Drive facing south.



Figure 188. Photo depicts a streetscape of Nashville Avenue at South Galvez Street facing north.



Figure 189. Photo depicts a streetscape of Fontainebleau Drive at Versailles Boulevard facing east.



Figure 190. Photo depicts a streetscape of Fontainebleau Drive at Octavia Street facing east.



Figure 191. Photo depicts a streetscape of Walmsley Avenue at South Salcedo Street facing east.



Figure 192. Photo depicts a streetscape of Walmsley Avenue at South Salcedo Street facing west.



Figure 193. Photo depicts a streetscape of Walmsley Avenue at Audubon Boulevard facing west.



Figure 194. Photo depicts a streetscape of Trianon Plaza facing south.



Figure 195. Photo depicts a structure at House #9 in Trianon Plaza facing east.



Figure 196. Photo depicts a streetscape of Eve Street at South Salcedo Street facing east.



Figure 197. Photo depicts a streetscape of Eve Street at South Salcedo Street facing west.

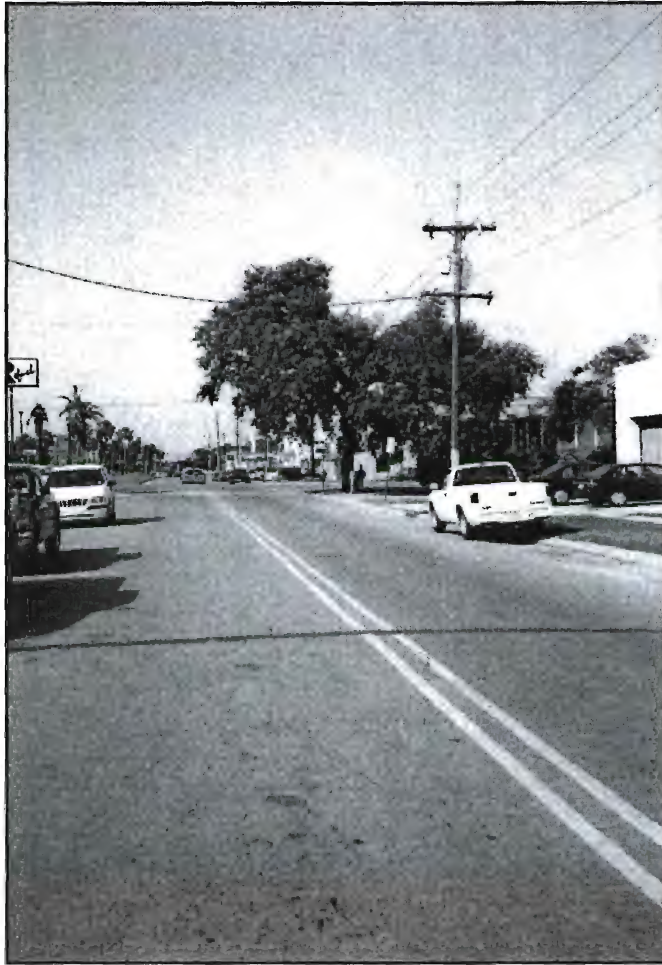


Figure 198. Photo depicts a streetscape of 1500 block of Jefferson Davis Parkway facing north.



Figure 199. Photo depicts a streetscape of 1500 block of Jefferson Davis Parkway facing south.



Figure 200. Photo depicts a streetscape of Grape Street at Vincennes Place facing west.



Figure 201. Photo depicts a streetscape of Fontainebleau Drive at Broadway Street facing west.



Figure 202. Photo depicts a streetscape of Broadway Street at Nelson Street facing south.

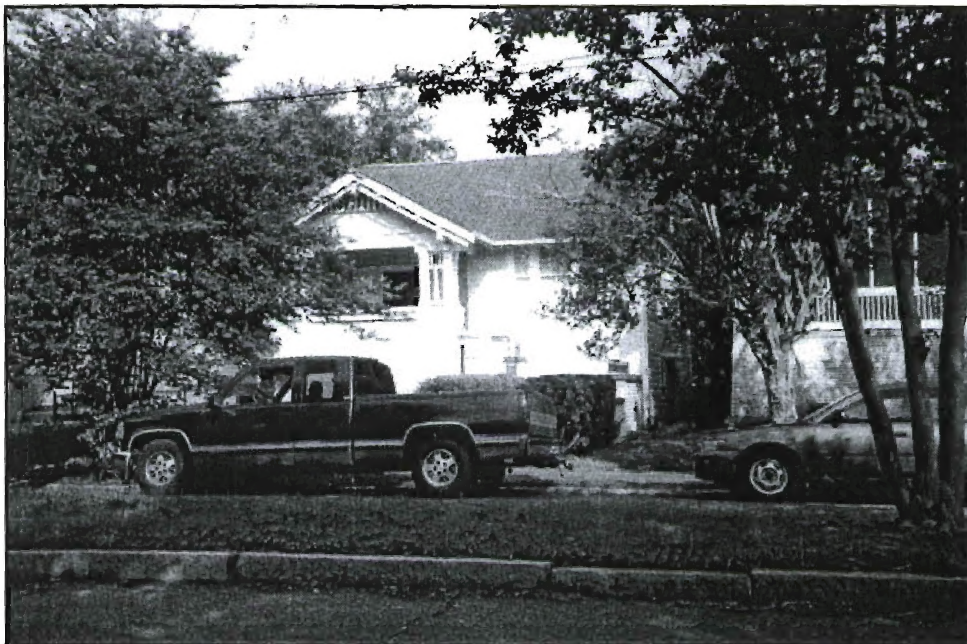


Figure 203. Photo depicts a structure at 2515 Broadway facing east.

APPENDIX II

RESUMES OF KEY PROJECT PERSONNEL

KATHRYN M. KURANDA, M. ARCH. HIST.

VICE PRESIDENT - ARCHITECTURAL SERVICES, MID-ATLANTIC REGIONAL OFFICE

Ms. Kathryn M. Kuranda, M. Arch. Hist., Vice-President - Architectural Services, directs the architectural history and history programs of R. Christopher Goodwin & Associates, Inc. A graduate of Dickinson College and of the University of Virginia, Ms. Kuranda's professional qualifications exceed those established by the Secretary of the Interior in the field of architectural history. She is a court-qualified architectural historian.

Prior to joining Goodwin & Associates, Inc., Ms. Kuranda served as the architectural historian with the Nevada State Historic Preservation Office where she coordinated the state's program for built resources including: Survey and Inventory Activities; the Historic Preservation Tax Program; Review and Compliance; Public Education; and, Technical Assistance. Since joining Goodwin & Associates, Inc. as a Senior Project Manager in 1989, Ms. Kuranda has served as Principal Investigator on numerous architectural identification, evaluation, planning, and management projects.

Architectural survey projects have ranged from single building evaluations to statewide multiple-resource efforts. She has directed the development of historic contexts for the evaluation of Department of Defense resources constructed between 1790 and 1940, the Navy Guided Missile Program, and World War II Permanent Military Construction. Level I and II HABS/HAER projects have included the recordation of eight industrial complexes on the site of Oriole Park at Camden Yards, Baltimore; 3 buildings on the site of the Maryland Library for the Blind and Physically Handicapped, Baltimore; the Kelly Springfield Tire Company, Cumberland, Maryland; and the Canal Street Car Barns, New Orleans, the Caryville Bridge, Florida. Recent preservation planning studies include Cultural Resource Management Plans for the Washington Aqueduct, Washington, D.C., and Langley Air Force Base, Langley, Virginia. Ms. Kuranda has particular experience in local preservation planning issues and has provided historic preservation expertise for such projects as Frederick Crossing, Frederick County, Maryland; St. Timothy's School, Baltimore County, Maryland; and Gateway Park, in Prince George's County, Maryland.

KATY COYLE, M.A., A.B.D.

SENIOR HISTORIAN

Ms. Katy Coyle, M.A., A.B.D., Senior Historian, received her Bachelor of Arts degree in Anthropology from Bryn Mawr College, in Bryn Mawr, Pennsylvania in 1989. She completed her Master's degree in History in 1998 at Tulane University in New Orleans, Louisiana. Her master's thesis examines the development of southern women's colleges. Presently, she is completing her doctoral dissertation in History at Tulane University, studying with Professor Sylvia Frey. Ms. Coyle's field of study is American History, with particular specialization in Southern and Louisiana history. Her dissertation, on the Storyville red-light district of turn-of-the-century New Orleans, is expected to be completed in the year 2000. She was a field tech and crew chief for a cultural resource management firm in southeastern Pennsylvania. She is currently a consultant on several documentaries in production, and has received numerous grants for her research on sexual culture. Her primary publication can be found in the edited collection "Carryin' On," a collection of pieces on the history of southern sexuality. Since joining R. Christopher Goodwin & Associates, Inc., in 2000, Ms. Coyle has taken charge of our history department in the New Orleans Office and has completed historical research project for a diversity of both private and public sector clients, including, among others, El Paso Energy, Tennessee Gas Pipeline Company, Southern Natural Gas Company, and Florida Gas Transmission.